
WISN-TV (Milwaukee, WI)

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ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

| Candid | ate/Issue | DEMOCRA | IM SENA | TORIAL CAM | DAIGN C | DMMITTEE | £ |
|---------|--|------------|-------------|--|-----------------|----------------------------|-----|
| candida | Dates (if one folder is used per ate, a separate checklist must be ted for each flight) | 10/2/12 | 2-11/4 | 12 | | | |
| 1 | , | | | | <u>Initials</u> | | |
| 1. | Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17 | ') | Date: | 10/9/12 | Q | _ | |
| 2. | Original contract showing requested time (when available) | | Date: | 8/13/12 | Sc | _ | |
| 3. | Updated contracts as order changes. | | Date: | 9/20/12 | æ | - Ixlala | 1de |
| 4. | Invoice of schedule as actually broadcas including amount of rebates given (exact date, time, class of time and amount | | | 10/2/12 10/2/12 10/2/12 10/5/12 | Se . | 10/12/12/10/10/10/12/10/12 | 139 |
| | for each rebate), if any | | Date: | | | _ | |
| | | | | | | | |
| | | Chec | cklist Comp | pleted: | | | |
| | | Ву: | | | | | |
| | | Date: | | | | | |
| | | | | | | | |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| Station and ℓ | Location: | millo | | | te: ///z |
|---------------------|--|----------------------------|-----------|-------------------|--------------------|
| ,lo hereby reque | St station time conce | NAGELFE rning the follo | | | |
| | es. | DSCC | IE | | |
| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
| | As | 6RT | EREC | | |
| Total Char | ges: | | | | |
| his broadcast t | ime will be used by: | A | DSCC - 1E | | |
| | rogramming (i elating to any | | | | |
| | Yes | | * | □ No | |

| • | ounce the time as paid for by such personer than an individual person, is: | n or entity. The entity |
|--|--|--|
| | nmittee; 🔲 an association; 🔲 or oth | ner unincorporated group. |
| • | | |
| The names, offices, and addre agents of the entity are named | esses of the chief executive officers, direct below (may be attached separately): | ctors, and/or authorized MARTIA MCKENNA, DIRECTOR IE 430 S. CAPTIL 37 SE |
| · · | | WASHINGTON DC 20003 |
| | DISCRIMINATE OR PERMIT DISCR I THE PLACMENT OF ADVERTISIN | |
| | | |
| | armless the station for any damages or lia nay ensue from the broadcast of the abov | |
| | | |
| advertisement(s). For the above | | |
| transcript, or tape, which will | be delivered to the station at least | |
| | be delivered to the station at least | |
| transcript, or tape, which will before the time of the schedule | be delivered to the station at least | |
| transcript, or tape, which will before the time of the schedule | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT | TISER |
| transcript, or tape, which will before the time of the schedule | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT | ISER 102-338-8700 |
| transcript, or tape, which will before the time of the schedule | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT | TISER |
| transcript, or tape, which will before the time of the schedule TO BE ST LT LT Date | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT | USER 202-338-8700 Dontact Phone Number |
| transcript, or tape, which will before the time of the schedule TO BE ST Date TO BE SIG | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT Signature Control of the station at least Signature Control of the station at least SNED BY STATION REPRESENTED | U2-338-8700 Ontact Phone Number |
| transcript, or tape, which will before the time of the schedule TO BE ST LT LT Date | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT Signature Co | USER 202-338-8700 Dontact Phone Number |
| transcript, or tape, which will before the time of the schedule TO BE ST Date TO BE SIG | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT Signature Control of the station at least Signature Control of the station at least SNED BY STATION REPRESENTED | U2-338-8700 Ontact Phone Number |
| transcript, or tape, which will before the time of the schedule TO BE ST Date TO BE SIG | be delivered to the station at least d broadcasts. IGNED BY ISSUE ADVERT Signature Control of the station at least Signature Control of the station at least SNED BY STATION REPRESENTED | U2-338-8700 Ontact Phone Number |

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

| AS OFFERED | Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------|---------------------|--|------|-------|-------------------|--------------------|
| | | AS | OF | IDER | ED | |

| Tota | I Cha | rges: |
|------|-------|-------|
| | | |

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

Product Code

53

Advertiser Ref

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Rev | vision | I | Alt Order# | |
|--------------------------|---------------------------------------|---------|------------|---------------|------------------|
| | 939457 | 1 | | 06262067 | , |
| Product | · · · · · · · · · · · · · · · · · · · | | | | |
| DSCC-IE | | | | | |
| Contract Dates | Estimate # | | | | # - " |
| 10/02/12 - 11/06/12 | 1533 | | | | |
| <u>Advertiser</u> | | | <u>Ori</u> | ginal Date | Revision |
| Democratic Senatorial Ca | ampaign Com | mittee | 0 | 8/03/12 | / 08/13/12 |
| | Billing Cycle | Billing | Cal | e <u>ndar</u> | Cash/Trade |
| | EOM/EOC | Broado | cast | | Cash |
| | Station | Accou | nt E | xecutive | Sales Office |
| | WISN | Will Hi | ldeb | randt | HRP -Washingt |
| | Special Handl | ling | | | |
| | | | | | |
| | Demographic | | | | |
| | Adults 35+ | | | | |
| | | l | | | |
| | | ŀ | | | |

Advertiser Code

49

Chotal

IDB#

8091

Agency Ref

| | | | | | | Spots/ | | | | |
|---------------------|------------------|-----------------|------------|----------------|------|-------------|------|---------------------|------|-------------|
| *Line Ch Start Date | e End Date | e Description | 1 | Start/End Time | Days | Length Week | Rate | Type S _l | oots | Amount |
| N 1 WISN 10/02/12 | 11/02/12 | General Hos | pital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Start Date En | <u>id Date V</u> | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 10/ | /07/12 - | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 10/ | /14/12 - | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/15/12 10/ | /21/12 - | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/22/12 10/ | /28/12 - | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/29/12 11/ | /04/12 - | -TWTF | 2 | \$350.00 | | | | l | | |
| N 2 WISN 10/02/12 | 11/02/12 | Late News 1 | 0PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | | -TWTF | 2 | \$1,600.00 | | | | | | |
| | | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 10/ | /21/12 - | -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 10/ | /28/12 - | -TWTF | 3 | \$1,600.00 | | | | | | |
| Week: 10/29/12 11/ | /04/12 - | -TWTF | 4 | \$1,600.00 | | | | | | |
| N 3 WISN 10/02/12 | 11/02/12 | The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | | -TWTF | 2 | \$500.00 | | | | i | | |
| | | -TWTF | 2 | \$500.00 | | | | | | |
| | | -TWTF | 3 | \$500.00 | | | | | | |
| | | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/29/12 11/ | /04/12 - | -TWTF | 4 | \$500.00 | | | | | | |
| N 4 WISN 10/02/12 | 11/02/12 | Late News 1 | 030PM | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | | -TWTF | 1 | \$950.00 | | | | | | |
| | | -TWTF | 1 | \$950.00 | | | | | | |
| | | -TWTF | 1 | \$950.00 | | | | | | |
| | | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 11/ | /04/12 - | -TWTF | 1 | \$950.00 | | | | | | |
| N 5 WISN 10/02/12 | 11/02/12 | Nightline | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| | | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/08/12 10 |)/14/12 - | -TWTF | 1 | \$750.00 | | | | | | |
| | | | | | | | | | | |



Week: 10/08/12

10/14/12

-TWTF--

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|---------------------------------------|-------------------------------------|-------------------------------------|-------------------------|-------------------------|--------|-------------|------|--------|-------|--------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | l | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | i | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| N 6 WISN 10/02 | | | N COOPER | M-F 11A-12P | | :30 | | NM | 14 | \$3,150.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week | <u>Rate</u> \$225.00 | | | | | | |
| Week: 10/01/12 | 10/1/12 | -TWTF | 2 2 | \$225.00 \$225.00 | | | | - | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| N 7 WISN 10/09 | /12 11/02/ | 12 THE CHEV | ۸ | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | U | \$2,400.00 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| N 8 WISN 10/02 | | | | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF | 2 2 | \$400.00 \$400.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | 1 | | |
| N 9 WISN 10/02 | /12 11/02/ | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | .0 | \$0,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week; 10/15/12 Week; 10/22/12 | 10/21/12 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 11/04/12 | -TWTF -TWTF | 2 2 | \$500.00 | | | | | | |
| · · · · · · · · · · · · · · · · · · · | | | | \$500.00 | | | | | | |
| N 10 WISN 10/02/ Start Date | /12 11/02/ End Date | | Cmain AAI I. | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | <u>Weekdays</u> −TWTF − − | Spots/Week 2 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | i | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| N 11 WISN 10/02/ | /12 11/02/ | 12 News M-F | 5p | 5-530pm | ****** | :30 | | NM | 14 | \$14,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | • • • | 4 1 1,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | į | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | ĺ | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF -TWTE | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF -TWTF | 3 3 | \$1,000.00 | | | | ŀ | | |
| | | | | \$1,000.00 | | | | | | |
| N 12 WISN 10/02/ Start Date | /12 11/02/ ⁻ End Date | 12 News M-F Weekdays | ba <u>Spots/Week</u> | 5-6A | | :30 | | NM | 15 | \$5,250.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> </u> | <u>Rate</u> \$350.00 | | | | İ | | |
| Meak: 10/08/12 | 10/14/112 | -TICE | - | #250.00 | | | | ŀ | | |

\$350.00

08/03/12 / 08/13/12



| | Contract / Revision 939457 / | Alt Order # 06262067 |
|---------------------------------------|---------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser | Or | iginal Date / Revision |

Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|--------------------------|--------------------------|---------------------------|------|-------------|------|--------|-------|-------------|
| | | Date Descripti | | Start/End Time | Days | Length Week | Rate | TypeS | Spots | Amount |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> -TWTF | Spots/Week 3 | Rate | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | Ī | | |
| N 13 WISN 10/02 | 2/12 11/02 | /12 News M-F | 6р | 6-630pm | | :30 | | NA | 4.4 | |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | | .30 | | NM | 14 | \$16,800.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | ~TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | -TWTF -TWTF | 3 | \$1,200.00 | | | | | | |
| N 14 WISN 10/02 | | | 3 | \$1,200.00 | · | | | | | |
| Start Date | 2/12 11/02/ End Date | /12 News M-F Weekdays | Spots/Week | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> 3pots/vveek</u> 2 | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| N 15 WISN 10/02 | | 12 Entertainm | ent Tonight | 630p-7pm | | :30 | | NM | 12 | ¢10 200 00 |
| <u>Start Date</u> Week: 10/01/12 | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | 14141 | 12 | \$10,200.00 |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/21/12 | -TWTF | 3 2 | \$850.00 | | | | ľ | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 \$850.00 | | | | | | |
| N 16 WISN 10/02 | | | ing America | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 7-9a <u>Rat</u> e | | :30 | | NM | 21 | \$21,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| N 17 WISN 10/02/ | | | | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week | Rate | | | | | | 00,000.00 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| N 18 WISN 10/26/ | 12 10/26/1 | 2 2020 | | Fri 9-10p | | :30 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .30 | | MM | 1 | \$3,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| N 19 WISN 10/08/ | | | | Prime Other | | :30 | | NM | 5 | ዩንნ በበሳ ሳሳ |
| <u>Start Date</u> Week: 10/08/12 | End Date | Weekdays | Spots/Week | Rate | | | | 1 4101 | 3 | \$25,000.00 |
| Week: 10/15/12 | 10/14/12 10/21/12 | 1 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | 1 | 1 | \$5,000.00 \$5,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$5,000.00 \$5,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$5,000.00 \$5,000.00 | | | | Ī | | |
| | | | • | ΨΟ,000.00 | | | | 1 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept the advertising which is glaced with an intent to discriminate or the basic of occupants.

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 06262067 Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

| *Line Ch Start Date End Date Description |
|---|
| N 20 WISN 10/22/12 10/29/12 Castle Mon 9-10p :30 NM 2 \$8,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 1 1 \$4,000.00 Week: 10/29/12 11/04/12 1 1 \$4,000.00 N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121- 1 \$600.00 Week: 10/08/12 10/14/121- 1 \$600.00 Week: 10/15/12 10/21/121- 1 \$600.00 Week: 10/22/12 10/28/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 N 22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$65.00.00 |
| Start Date End Date Weekdays Spots/Week Rate S4,000.00 |
| Week: 10/22/12 10/28/12 1 1 \$4,000.00 N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.0 Start Date Week 10/01/12 End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 \$600.00 Week: 10/08/12 10/14/12 1 1 \$600.00 Week: 10/15/12 10/21/12 1 1 \$600.00 Week: 10/22/12 10/28/12 1 1 \$600.00 Week: 10/29/12 11/04/12 1 1 \$600.00 N 22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6 500.00 |
| N 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate |
| Start Date End Date Weekdays Spots/Week Rate |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1- 1 \$600.00 Week: 10/08/12 10/14/12 1- 1 \$600.00 Week: 10/15/12 10/21/12 1- 1 \$600.00 Week: 10/22/12 10/28/12 1- 1 \$600.00 Week: 10/29/12 11/04/12 1- 1 \$600.00 N 22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6.500.00 |
| Week: 10/08/12 |
| Week: 10/15/12 10/21/121- 1 \$600.00 Week: 10/22/12 10/28/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 N 22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6.500.00 |
| Week: 10/22/12 |
| Week: 10/29/12 |
| N 22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6 500.0 |
| 2 |
| Start Date End Date Weekdays Spots/Week Rate |
| Week: 10/08/12 10/14/121- 1 \$6,500.00 |
| N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$2,500.0 |
| Start Date End Date Weekdays Spots/Week Rate |
| Week: 10/01/12 |
| Week: 10/08/12 10/14/121- 1 \$500.00 |
| Week: 10/15/12 |
| W.). (Floring |
| N. 24 W(2N) 40/40/40 44/20/40 2 44/20/40 2 |
| Stat Data Find D 4 4 \$800.0 |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1- 1 \$200.00 |
| Week: 10/15/12 10/21/121- 1 \$200,00 |
| Week: 10/22/12 10/28/121- 1 \$200.00 |
| Week: 10/29/12 11/04/121- 1 \$200.00 |
| N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 5 \$3,500.00 |
| Start Date End Date Weekdays Spots/Week Rate |
| 144 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 |
| Minds 404540 404540 |
| Week: 10/15/12 10/21/121- 1 \$700.00 Week: 10/22/12 10/28/121- 1 \$700.00 |
| Week: 10/29/12 11/04/121- 1 \$700.00 |
| N 26 WISN 10/06/12 11/03/12 Set CMA C.T. |
| Start Date End Date Weekdays Spots/Week Rate |
| Week: 10/01/12 |
| Week: 10/08/12 10/14/121- 1 \$600.00 |
| Week: 10/15/12 |
| Week: 10/22/12 |
| Week: 10/29/12 11/04/121- 1 \$600.00 |
| N 27 WISN 10/20/12 11/03/12 SA 630-7p 630p-7p :30 NM 2 \$1,000.00 |
| Start Date End Date vveekdays Spots/vveek Rate |
| Week: 10/15/12 |
| Week: 10/29/12 11/04/121- 1 \$500.00 |
| N 28 W/SN 10/12/12 10/27/12 Set 620 7- |
| Start Date End Date Weekdays Spots/Week Rate |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 Democratic Senatorial Ca / 08/13/12

| *Line Ch Start | Data End F | Nata Dacarintic | nn. | Ctad/End Time | D | Spots/ | D. 1 | ~ 0 | | |
|----------------------------------|----------------------|-----------------------|-----------------|---------------------------|------|-------------|------|------------|------|------------|
| Start Date | End Date | | | Start/End Time | Days | Length Week | Rate | TypeS | pots | Amount |
| Week: 10/08/12 | 10/14/12 | <u>Weekdays</u> 1- | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$1,000.00 | | | | | | |
| N 29 WISN 10/06 | /12 10/20/ | 12 ABC Prime | College Footbal | | | :30 | | NM | 3 | ¢2 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | ٦ | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$1,00 <u>0.00</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | İ | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| N 30 WISN 10/13 | /12 11/03/ | 12 News Sat | 7-9a | 7-9am | | :30 | | NM | 4 | \$1,800,00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | + 1,000.00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | | 1 | \$450.00 | | | | | | |
| N 31 WISN 10/07 | | | | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | Weekdays 1 | Spots/Week 1 | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| N 32 WISN 10/14 | | 12 Late Meure | SU 1030PM | | | -20 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 1030p-11p Rate | | :30 | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| N 33 WISN 10/14 | /12 11/04/1 | 12 Su 458-6a | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 1414) | 4 | \$600.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| N 34 WISN 10/07 | | 2 News Sun | • | 530-6p | | :30 | | МИ | 5 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 10/21/12 | 1 1 | 1 | \$500.00 | | | | ŀ | | |
| | | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| | | | J | \$500.00 | | | | | | |
| N 35 WISN 10/07/ Start Date | | | Cnoto Attact | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 | 10/1/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| N 36 WISN 10/21/ | **** | | • | Sun 7-8p | | .20 | | | | |
| TO THIS TOLL INCOME | 12 10/21/1 | Z Once | | ouii r-op | | :30 | | NM | 1 | \$2,500.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|----------------------|-------------------------|-----------------|---------------------------|------|-------------|------|-------|-------|-------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type | Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | T | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$2,500.00 | | | | | | |
| N 37 WISN 10/07 | | | | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | i | | |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$400.00 \$400.00 | | | | į | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | - 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| N 38 WISN 10/14 | /12 11/04/ | 12 This Week | With George Ste | n930-1030am | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | 2 | Ψ2,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| N 39 WISN 10/09 | | | | Tue 7-8p | | :30 | | NM | 2 | \$10,000.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> -1 | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/14/12 | -T | 1 0 | \$5,000.00 \$0.00 | | | | i | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$0.00 \$5.000.00 | | | | | | |
| N 40 WISN 10/02 | | | | Tue 8-9p | | :30 | | N13.4 | | 05.000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 2 | \$5,000.00 |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$2,500.00 | | | | | | |
| N 41 WISN 10/02 | /12 10/30/ | 12 PrivatePra | ctice | Tue 9-10p | | :30 | | NM | 3 | \$6,600.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | +-,+-0 |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,200.00 | | | | l | | |
| Week: 10/08/12 | 10/14/12 | 1 | 0 | \$0.00 | | | | I | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -1 | 0 | \$2,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$0.00 \$2,200.00 | | | | | | |
| N 42 WISN 10/16 | | <u>-</u> | | | | | | | _ | |
| Start Date | End Date | 12 HappyEnd Weekdays | Spots/Week | Tue 8-9p Rate | | :30 | | NM | 3 | \$9,000.00 |
| Week: 10/15/12 | 10/21/12 | -1 | 1 | \$3,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$3,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$3,000.00 | | | | 1 | | |
| N 43 WISN 10/27 | /12 10/27/ | 12 College Fo | otball Game #2 | 230p-6p | | :30 | | NM | 1 | \$7,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | , | • | V1,000.00 |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$7,000.00 | | | | | | |
| N 44 WISN 11/03 | | 12 ABC Prime | | | | :30 | | NM | 2 | \$2,600.00 |
| <u>Start Date</u> Week: 10/29/12 | End Date 11/04/12 | Weekdays 2- | Spots/Week 2 | <u>Rate</u> \$1,300.00 | | | | | | |
| | | | | | | | | | | |
| N 45 WISN 10/28 Start Date | End Date | Weekdays | Spots/Week | 9-930A <u>Rate</u> | | :30 | | NM | 2 | \$450.00 |
| Week: 10/22/12 | 10/28/12 | 2 | 2 | \$225.00 | | | | | | |
| N 46 WISN 10/22 | ····· | 12 General Ho | | 2-3pm/1-2p | | :30 | | NM | 4 | 6556.55 |
| Start Date | | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 1 | \$350.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| N 47 WISN 11/06 | /12 11/06/1 | i2 General Ho | spital | 2-3pm/1-2p | | :30 | | NM | 1 | \$350.00 |
| | | | | | | | | _ | | |

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 **Democratic Senatorial Ca**

| | | | | | | Spots/ | | | | |
|-------------------------------------|------------------------|-------------------------|------------------|---------------------------|------|-------------|------|-----------|------|------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | TypeS | pots | Amount |
| Start Date Week: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -1 | Spots/Week 1 | <u>Rate</u> \$350.00 | | | | | | |
| N 48 WISN 10/15 | | 12 Late News | | 10-1030p | | :30 | | NM | 4 | \$6,400.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date | <u>Weekdays</u> | Spots/Week 1 | <u>Rate</u> \$1,600.00 | | | | | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | ، 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,600.00 | | | | | | |
| N 49 WISN 10/15 | /12 11/05/ | 12 The View | | 10-11am | | :30 | | NM | 4 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 1 | 1 | \$500.00 | | | | - 1 | | |
| Week: 10/22/12 | 11/04/12 | 1 | 1 | \$500.00 \$500.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| N 50 WISN 11/06 | /12 11/06/ | 12 The View | | 10-11am | | :30 | | NM | 1 | \$500.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| N 51 WISN 10/15 | | | ON COOPER | M-F 11A-12P | | :30 | | NM | 4 | \$900.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> 1 | Spots/Week | <u>Rate</u> \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | | | |
| N 52 WISN 10/29 | | • | | 3-4p | | :30 | | NM | 2 | \$1,000.00 |
| <u>Start Date</u> Week: 10/29/12 | End Date 11/04/12 | Weekdays 1 | Spots/Week 1 | <u>Rate</u> \$500.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 \$500.00 | | | | | | |
| N 53 WISN 11/06 | | 12 3-4p | | 3-4p | | :30 | | NM | 1 | \$500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | | • | 4000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| N 54 WISN 10/29 | | | | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Start Date Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| N 55 WISN 10/15 | | 12 News M-F | .5p | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | , , , , , | | Q-7,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 | 1 | \$1,000.00 \$1,000.00 | | | | | | |
| N 56 WISN 10/15 | | | Fa. | 5-6A | | :30 | | NM | 4 | £1 400 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | INIVI | 4 | \$1,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | | 1 | \$350.00 | | | | | _ | |
| N 57 WISN 10/08 Start Date | /12 11/05/ End Date | 12 News M-F Weekdays | 6p Spots/Week | 6-630pm Rate | | :30 | | MM | 5 | \$6,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | <u> </u> | \$1,200.00 | | | | | | |
| | | | | | | | | • | | |

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08/03/12 / 08/13/12

350

\$321,650.00



| | Contract / Revision 939457 / | Alt Order # 06262067 |
|---------------------------------------|---------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # |
| Advertiser | | iginal Date / Revision |

Totals

| **Line Ch Start Date End Date Description | | | | | | Spots/ | | | | | | |
|--|---------|-------------|------------|--------------|--------------|----------------|------|-------------|------|--------|------|------------|
| Week: 10/15/12 10/28/12 1 1 \$1,200.00 | *Line | | | <u> </u> | ion | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Week: 10/22/12 | Mook | | | | Spots/Week | | | | | | | |
| Week: 17/05/12 11/05/12 1 1 \$1,200.00 | | | | 1 | 1 | • | | | | | | |
| Week: 11/05/12 11/11/12 1 1 \$1,200.00 | | | | 1 | 1 | | | | | | | |
| N 58 WISN 10/15/12 11/05/12 News M-F 6a | | | | 1 | 1 | | | | | | | |
| Start Date End Date Weekdays Spots/Week Tol/21/12 Tol/ | | | | | 1 | \$1,200.00 | | | | | | |
| Week: 10/15/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/08/12 1 1 \$1,000.00 Week: 10/29/12 11/08/12 11/08/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 N 59 WISN 11/06/12 11/08/12 News M-F 6a 6-7A :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Storick Week Storick Week 11/05/12 11/05/12 Entertainment Tonight 630p-7pm :30 NM 3 \$2,550.00 Week: 10/22/12 10/28/12 11/08/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Rate Rate Storick Week 11/05/12 11/08/12 11/08/12 1 1 \$850.00 N 61 WISN 10/08/12 11/08/12 1 1 \$850.00 S850.00 N 61 WISN 10/08/12 11/05/12 Good Morning America Y-9a :30 NM 5 \$5,000.00 N 62 WISN 10/08/12 10/28/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 10/29/12 11/04/12 1 1 \$1,000.00 Week: 11/05/12 11/11/12 1 1 \$1,000.00 Week: 11/05/1 | N 58 1 | | | | | | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/22/12 10/28/12 1 1 \$1,000.00 | Meek | | | Weekdays | Spots/Week | | | | | | | |
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| Week: 11/05/12 11/11/12 1 1 \$1,000.00 | | | | 1 | | | | | | | | |
| N 59 WISN 11/105/12 11/105/12 News M-F 6a 6-7A 30 NM 1 \$1,000.00 | | | | 1 | 1 | | | | | | | |
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| N 60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Rate S850.00 S | Week | | | | | | | | | | | |
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| | Week: | 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 | | | | | | |

Democratic Senatorial Ca

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 350 \$321,650.00 \$273,402.50

| Signature: | Date: | | |
|------------|-------|--|--|
|------------|-------|--|--|

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonable substitute date and time, and if no such time is available, the time charges allocable to the ornitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is ornitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including tatent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) | The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial |
|-------------------------------------|--|
| materials and other property furnis | hed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in |
| connection with broadcasts except | after its prior approval. |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code

53

<u>Advertiser Ref</u>

CONTRACT

2



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision **Democratic Senatorial Campaign Committee** 09/18/12 / 09/18/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office Will Hildebrandt WISN HRP -Washingto Special Handling Demographic Adults 35+

Advertiser Code

49

IDB#

8091

Agency Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Length Week Days Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500.00 Start Date End Date Weekdays Spots/Week <u>Rate</u> \$350.00 Week: 10/01/12 10/07/12 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 Late News 10PM WISN 10/02/12 11/02/12 10-1030p :30 NM 15 \$24,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$1,600.00 2 Week: 10/08/12 10/14/12 -TWTF--2 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am .30 NM 14 \$7,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 -TWTF--10/14/12 2 \$500.00 Week: 10/15/12 -TWTF--10/21/12 3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--\$500.00 WISN 10/02/12 Late News 1030PM 11/02/12 1030p-11p :30 NM \$4,750.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--\$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date **End Date Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 \$750.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--\$750.00 1

(* Line Transactions: N = New, E = Edited, D = Deleted)

1533



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

Advertiser Original Date / Revision 09/18/12 / 09/18/12

Democratic Senatorial Ca

10/02/12 - 11/06/12

DSCC-IE

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|--------------------------|-----------------|-------------------------|------|-------------|------|--------|------|---------------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
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| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | | | ON COOPER | M-F 11A-12P | | :30 | | NINA | 4.4 | #2.450.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :50 | | NM | 14 | \$3,150.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | /12 11/02/ ⁻ | 12 THE CHE | W | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | | | |
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| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | j | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02 | | | | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 | 10/11/12 | -TWTF | 2 | \$400.00 | | | | | | |
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| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02 | /12 11/02/ | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | i | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02 | | | 04-041 | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | 1 | | |
| 11 WISN 10/02 | /12 11/02/ | 12 News M-F | 5p | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , , , , , , , , , , |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02 | | | | 5-6A | | :30 | | NM | 15 | \$5,250.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$350.00 | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF | 3 | \$350.00 \$350.00 | | | | | | |
| 11001. 10/00/12 | 10/17/12 | | 5 | φυυσ.00 | | | | l | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



Contract / Revision Alt Order# 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|----------------------------------|---------------------------------|--------------------------|---------------------------------------|---------------------------|------|---------------|------|--------|-------|-------------|
| *Line Ch Start I | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | l | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| 13 WISN 10/02/ | | | • | 6-630pm | | :30 | | NM | 14 | \$16,800.00 |
| Start Date Week: 10/01/12 | End Date | <u>Weekdays</u> -TWTF | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/08/12 | 10/07/12 10/14/12 | -TWTF | 2 3 | \$1,200.00 \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/13/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| 14 WISN 10/02/ | | | · · · · · · · · · · · · · · · · · · · | | | .20 | | 110.0 | 45 | 045.000.00 |
| 14 WISN 10/02/ Start Date | /12 11/02/ <i>′</i> End Date | 12 News M-F Weekdays | Spots/Week | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u>3pois/veek</u> 2 | <u>Rate</u> \$1,000.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000,00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02/ | /12 11/02/ | 12 Entertainm | ent Tonight | 630p-7pm | , | :30 | | NM | 12 | \$10,200.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | l | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02/ | | | ning America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Start Date Week: 10/01/12 | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 | -TWTF | 4 5 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF -TWTF | 5 5 | \$1,000.00 | | | | | | |
| | | | | \$1,000.00 | | | | | | |
| 17 WISN 10/02/ | | | | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$450.00 | | | | | | |
| Week: 10/01/12 | 10/14/12 | -TWTF | 2 | \$450.00 \$450.00 | | | | l | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26/ | | | | Fri 9-10p | | :30 | | NM | 1 | \$3,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 11111 | | \$5,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| 19 WISN 10/08 | /12 11/05/ | 12 Dancing | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | - | | | - | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$5,000.00 | | | | | | |
| | | | | | | | | | | |



Contract / Revision Alt Order# 939457 06262067

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

| *Line Ch Start D | ate End Da | ata Description | , | Start/End Time | Dava | Spot | | T 0 | | |
|---------------------------------------|-----------------------------|-----------------|-----------------|-------------------------------|-----------------|------------|---------------------------|-------------------|------|--------------------|
| | End Date | Weekdays | | | Days | Length Wee | ek Rate | TypeS | pots | Amount |
| Spot Ch Date | <u>⊏no Date</u> e Range | Description | Spots/Week | <u>Rate</u> Start/End Time | Weekdays | Length | Data | Tunn | | |
| 3 WISN 10/2 | | | | Prime Other | M | | <u>Rate</u> \$5,000.00 | <u>Type</u> NM | | |
| See MG 19. | | | | r inno ouici | 1-1 | .50 | \$0,000.00 | IVIVI | | |
| 6 WISN 10/2 | 2/12-10/28/ | 12 Dancing | | Mon 7-8p | M | :30 | \$5,000.00 | NM | | |
| → MG for 19.3 | 10/22 | _ | | • | | | 40,000.00 | | | |
| | 11/04/12 | 1 | 1 | \$5,000.00 | | | | i | | |
| | 11/11/12 | 1 | 11 | \$5,000.00 | | | | | | |
| N 20 WISN 10/22/1 | | 2 Castle | | Моп 9-10р | | :30 | | NM | 1 | \$4,000.00 |
| | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | 4 1,000.00 |
| | 10/28/12 | 1 | 1 | \$4,000.00 | | | | İ | | |
| | e Range | Description | | Start/End Time | <u>Weekdays</u> | | <u>Rate</u> | Type | | |
| 1 WISN 10/2 Credited | 2/12-10/28/ | 12 Castle | | Mon 9-10p | M | :30 | \$4,000.00 | NM | | |
| | 11/04/12 | 1 | 1 | \$4,000.00 | | | | | | |
| 21 WISN 10/06/12 | | | | | | | | | | |
| | 2 11/03/1: End Date | | - | 10-1035p | | :30 | | NM | 5 | \$3,000.00 |
| | 10/07/12 | Weekdays 1- | Spots/Week 1 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | İ | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| 22 WISN 10/13/12 | 2 10/13/12 | 2 College Foot | ball Game #2 | 230p-6p | | :30 | | NM | 1 | \$6,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | IAIAI | 4 | Φ 0 ,500.00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$6,500.00 | | | | | | |
| 23 WISN 10/06/12 | 2 11/03/12 | 2 News Sa 6p- | 630p | 6-630pm | | :30 | | NM | 5 | \$2,500.00 |
| | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | Ū | 42,000.00 |
| | 10/07/12 | 1- | 1 | \$500.00 | | | | | | |
| | 10/14/12 | 1- | 1 | \$500.00 | | | | | | |
| | 10/21/12 10/28/12 | 1- | 1 | \$500.00 | | | | | | |
| | 11/04/12 | 1- 1- | 1 | \$500.00 | | | | ľ | | |
| | | *** | · · · | \$500.00 | | | | | | |
| 24 WISN 10/13/12 | | | O | 456-6AM | | :30 | | NM | 4 | \$800.00 |
| | <u>End Date</u> 10/14/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$200.00 | | | | | | |
| | 10/21/12 | 1- | 1 | \$200.00 | | | | | | |
| | 10/28/12 | 1- | 1 | \$200.00 | | | | | | |
| | 11/04/12 | 1- | 1 | \$200.00 | | | | | | |
| 25 WISN 10/06/12 | 2 11/03/12 | News Sa 6p- | 630p | 6-630pm | | :30 | | NM | 5 | #2 F00 00 |
| | End Date | Weekdays | Spots/Week | Rate | | .00 | | IAIAI | 3 | \$3,500.00 |
| | 10/07/12 | 1 - | 1 | \$700.00 | | | | | | |
| | 10/14/12 | 1- | 1 | \$700.00 | | | | | | |
| | 10/21/12 | 1- | 1 | \$700.00 | | | | | | |
| | 10/28/12 | 1- | 1 | \$700.00 | | | | | | |
| | 11/04/12 | 1- | 1 | \$700.00 | | | | | | |
| 26 WISN 10/06/12 | | | | 6-7a | | :30 | | NM | 5 | \$3,000.00 |
| | <u>End Date</u> 10/07/12 | Weekdays | Spots/Week | Rate | | | | - 1 | | |
| | 10/07/12 | 1- | 1 | \$600.00 \$600.00 | | | | 1 | | |
| | 10/14/12 | 1- | 1 | \$600.00 \$600.00 | | | | 1 | | |
| · · · · · · · · · · · · · · · · · · · | | | • | Ψ000.00 | | | | 1 | | |



Contract / Revision Alt Order# 939457 06262067

Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|----------------------------------|---|--------------------------|-------------------------------|----------------------|------|-------------|------|--------|------|------------|
| *Line Ch Start | *************************************** | • | | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | 1- 1- | 1 1 | \$600.00 \$600.00 | | | | | | |
| | | | · | | | | | | _ | |
| 27 WISN 10/20/ Start Date | /12 11/03/ ⁻ End Date | 12 SA 630-7p Weekdays | Spots/Week | 630p-7p Rate | | :30 | | NM | 2 | \$1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | <u> </u> | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | . 1 | \$500.00 | | | | 1 | | |
| 28 WISN 10/13/ | /12 10/27/ ⁻ | 12 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1- | 0 | \$0.00 \$1,000.00 | | | | 1 | | |
| 29 WISN 10/06/ | | | O-8 F | | | | | | _ | - |
| Start Date | End Date | Weekdays | College Footbal Spots/Week | 7-1030p Rate | | :30 | | NM | 3 | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | 1- | <u> </u> | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | Ó | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13/ | /12 11/03/1 | 12 News Sat 7 | -9a | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | * 1,000,00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | 1- 1- | 1 | \$450.00 | | | | | | |
| | | | 10 | \$450.00 | | | | | | |
| 31 WISN 10/07/ Start Date | /12 11/04/1 End Date | 12 Late News Weekdays | Tupm Spots/Week | 10p-1030p Rate | | :30 | | NM | 5 | \$8,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | <u> </u> | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14/ | /12 11/04/1 | 12 Late News | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1 1 | 1 | \$950.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | 1 | 1 | \$950.00 \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14/ | | | | 458-6AM | | :30 | - | NM | 4 | £000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | IMM | 4 | \$800.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | ., | | | | |
| 34 WISN 10/07/ | | | • | 530-6p_ | | :30 | | NM | 5 | \$2,500.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdaγs</u> 1 | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 | 1 | 1 | \$500.00 \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| | | | | | | | | ŀ | | |



Contract / Revision Alt Order# 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 **Democratic Senatorial Ca**

| | | | | | | Spo | ts/ | | | |
|-------------------------------------|---|-----------------------------------|--------------------|---------------------------|----------|------------|-----------------------|--------|------|-------------|
| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Length Wee | ek Rate | Type S | pots | Amount |
| <u>Start Date</u> Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$500.00 | | | | | | |
| 35 WISN 10/07 | /12 11/04/ | 12 Sun GMA | | 6-7a | | :30 | | NM | 5 | \$2,000,00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | INIVI | 5 | \$2,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 36 WISN 10/21 | | | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date Week: 10/15/12 | End Date 10/21/12 | Weekdays 1 | Spots/Week | Rate | | | | | | ŕ |
| | | | 1 | \$2,500.00 | | | | | | |
| 37 WISN 10/07/ | | | | 7-9am _ | | :30 | | NM | 5 | \$2,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 38 WISN 10/14/ | *************************************** | 2 This Meek | With George Ste | | · | :30 | | h 13.4 | _ | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | NM | 2 | \$2,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 11 | \$1,000.00 | | | | | | |
| 39 WISN 10/09/ | 12 10/23/1 | 2 DanceResu | its | Tue 7-8p | | :30 | | NM | 2 | \$10,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | _ | 7.01000.00 |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -1 | 0 | \$0.00 | | | | | | |
| | | | 1 | \$5,000.00 | | | | | | |
| 40 WISN 10/02/ | | | | Tue 8-9p | | :30 | | NM | 2 | \$5,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> −1 | Spots/Week 1 | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$2,500.00 \$2,500.00 | | | | | | |
| N 41 WISN 10/02/ | | | | | | | | | | |
| Start Date | End Date | 2 PrivatePract <u>Weekdays</u> | ice Spots/Week | Tue 9-10p | | :30 | | NM | 2 | \$4,400.00 |
| Week: 10/01/12 | 10/07/12 | -1 | <u>30013/VVeek</u> | <u>Rate</u> \$2,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -1 | 1 | \$2,200.00 | | | | | | |
| | te Range | Description | | Start/End Time | Weekdays | s Length | Rate | Туре | | |
| 2 WISN 10/ | 15/12-10/21/ | 12 PrivatePrac | tice | Tue 9-10p | -Tu | | \$2,20 <u>0.00</u> | NM | | |
| Credited | | | | | | | • | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$2,200.00 | | | | | | |
| N 42 WISN 10/16/ | | | | Tue 8-9p | | :30 | | NM | 2 | \$6,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 Spot Ch Dat | 10/21/12 | -1 | 1 | \$3,000.00 | 101 | | _ | _ | | |
| | <u>te Range</u> /15/12-10/21/ | Description 12 HappyEnd | | Start/End Time | Weekdays | | Rate | Type | | |
| Credited | 14/12-10/21/ | iz ilappyEllü | | Tue 8-9p | -Tu | :30 | \$3,000.00 | NM | | |
| 0.00.00 | | | | | | | | 1 | | |



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|-----------------------------|------------------------------|-----------------|---------------------------|------|-------------|------|---------|-------|------------|
| *Line Ch Start | Date End D | ate Description | n | Start/End Time | Days | Length Week | Rate | Type | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | * | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$3,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 11 | \$3,000.00 | | | | | | |
| 43 WISN 10/27/ | | | otball Game #2 | 230p-6p | | :30 | | NM | 1 | \$7,000.00 |
| Start Date Week: 10/22/12 | End Date 10/28/12 | <u>Weekdays</u> 1- | Spots/Week | Rate | | | | I | | |
| | | | 1 | \$7,000.00 | | | | | | |
| 44 WISN 11/03/ | | | College Footbal | <u>:</u> . | | :30 | | NM | 2 | \$2,600.00 |
| Start Date Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 2- | Spots/Week 2 | <u>Rate</u> \$1,300.00 | | | | ļ | | |
| 45 WISN 10/28/ | **** | | | 9-930A | | :30 | | A / A / | _ | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | MM | 2 | \$450.00 |
| Week: 10/22/12 | 10/28/12 | 2 | 2 | \$225.00 | | | | | | |
| 46 WISN 10/22/ | 12 10/22/ | 12 General Ho | spital | 2-3pm/1-2p | | :30 | | NM | 1 | \$350.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | '''' | • | Ψ550.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | l | | |
| 47 WISN 11/06/ | /12 11/06/ | 12 General Ho | spital | 2-3pm/1-2p | | :30 | | NM | 1 | \$350.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , |
| Week: 11/05/12 | 11/11/12 | -1 | 11 | \$350.00 | | | | | | |
| 48 WISN 10/15/ | | | | 10-1030p | | :30 | | NM | 4 | \$6,400.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | l | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | 1 | 1 | \$1,600.00 \$1,600.00 | | | | l | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 49 WISN 10/15/ | 12 11/05/1 | 12 The View | - | 10-11am | | :30 | | NM | 4 | #0.000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | INIVI | 4 | \$2,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 50 WISN 11/06/ | | | | 10-11am | | :30 | | NM | 1 | \$500.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | Weekdays -1 | Spots/Week | Rate | | | | | | |
| | | w | 1 | \$500.00 | | | | | | |
| 51 WISN 10/15/ | · · | | | M-F 11A-12P | | :30 | | NM | 4 | \$900.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> 1 | Spots/Week | <u>Rate</u> \$225.00 | | | | | | |
| Week; 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | | | |
| 52 WISN 10/29/ | 12 11/05/1 | 2 3-4p | | 3-4p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | '''' | - | \$1,000.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 53 WISN 11/06/ | | • | | 3-4p | | :30 | | NM | 1 | \$500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 11/05/12 | 11/11/12 | -1 | 11 | \$500.00 | | | | | | |
| 54 WISN 10/29/ | | | 0 | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Start Date Week: 10/29/12 | <u>End Date</u> 11/04/12 | Weekdays 1 | Spots/Week 1 | <u>Rate</u> \$600.00 | | | | | | |
| 1100111 10/20/12 | 1110-3112 | <u>-</u> | ı | φυσυ.υσ | | | | I | | |



| | Contract / Revision | Alt Order # | |
|---------------------|---------------------|-------------|---|
| | 939457 / 1 | 06262067 | |
| Contract Dates | Product | Estimate # | _ |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 | |

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

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| | | | | | | Spots/ | | | | |
|-------------------------------------|----------------------|-----------------------|-----------------|---------------------------|--|-------------|------|---------------------|------|------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S _t | oots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15 | /12 11/05/ | 12 News M-F | 5p | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15/ | | 12 News M-F | | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08 | | | • | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 1 | 1 | \$1,200.00 | | | | | | |
| | | | | \$1,200.00 | | | | | | |
| 58 WISN 10/15 | | | | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| Start Date Week: 10/15/12 | End Date | Weekdays | Spots/Week | Rate | | | | 1 | | |
| | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | l | | |
| | | | - | \$1,000.00 | | | | | | |
| 59 WISN 11/06 | | | | 6-7A | | :30 | | NM | 1 | \$1,000.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -1 | Spots/Week | <u>Rate</u> | | | | | | |
| | | | 1 | \$1,000.00 | | | | | | |
| 60 WISN 10/22 | | | nent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| Start Date Week: 10/22/12 | End Date | <u>Weekdays</u> 1 | Spots/Week 1 | Rate | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 \$850.00 | | | | | | |
| | | | <u>'</u> | | | | | | | |
| 61 WISN 10/08 | | | ning America | 7-9a | | :30 | | NM | 5 | \$5,000.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/14/12 | T | 1 | \$1,000.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | 1 | 1 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 11/04/12 | 1 | 1 | | | | | | | |
| Week: 11/05/12 | 11/04/12 | 1 | 1 | \$1,000.00 \$1,000.00 | | | | | | |
| | | | | • | | | | | _ | |
| 62 WISN 11/06 | | | ning America | 7-9a | | :30 | | NM | 1 | \$1,000.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | Weekdays -1 | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | | | |
| | | | • | | ······································ | | | | | |
| 63 WISN 10/15 | | | | 9-10am | | :30 | | NM | 4 | \$1,800.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | 1 | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$450.00 | | | | | | |
| VVCCN. IUIZZIIZ | 10120112 | T | ı | \$450.00 | | | | I. | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



| | 939457 / | 1 06262067 |
|----------------------|----------|--------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |
| Advertiser | | Original Date / Revision |
| Democratic Senatoria | I Ca | 09/18/12 / 09/18/12 |

Spots/

| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type Spots | Amount |
|------------------------------|----------------------|---------------|------------|----------------------|------|-------------|------|------------|--|
| Start Date Week: 10/29/12 | End Date 11/04/12 | Weekdays 1 | Spots/Week | Rate | | | | | ······································ |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 \$450.00 | | | | | |
| | | : | | | | T-4-1 | _ | 247 | C242 450 00 |

Totals \$312,450.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 246 | \$222,750.00 | \$189,337.50 |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 |
| Totals | 347 | \$312,450.00 | \$265,582.50 |

| Signature: | Date: | |
|------------|-------|--|
|------------|-------|--|

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Rev | /ision | | Alt Order # | | | | |
|--------------------------|----------------|---------|------------|--------------|---------------|--|--|--|
| | 939457 | / 2 | | 06262067 | | | | |
| Product | | | | | | | | |
| DSCC-IE | | | | | | | | |
| Contract Dates | Estimate # | | | | | | | |
| 10/02/12 - 11/06/12 | 1533 | | l | | - | | | |
| Advertiser | | | <u>Ori</u> | ginal Date | Revision | | | |
| Democratic Senatorial Ca | ımpaign Com | mittee | 1 | 0/01/12 | / 10/01/12 | | | |
| | Billing Cycle | Billing | Cal | <u>endar</u> | Cash/Trade | | | |
| | EOM/EOC | Broado | ast | | Cash | | | |
| | Station | Accou | nt E | xecutive | Sales Office | | | |
| | WISN | Will Hi | ldeb | randt | HRP -Washingt | | | |
| | Special Hand | ling | | | , | | | |
| | | | | | | | | |
| | Demographic | | | | | | | |
| | Adults 35+ | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | IDB# | Advert | iser | Code | Product Code | | | |
| | 8091 | 49 | | | 53 | | | |
| | Agency Ref | | | Advertiser | Ref | | | |
| | | | | | | | | |

| | | | | | | Spots/ | | | | |
|------------------|------------|-----------------|------------|----------------|------|-------------|------|--------|------|-------------|
| *Line Ch Start [| Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| 1 WISN 10/02/ | 12 11/02/1 | 12 General H | ospital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$350.00 | | | | ı | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$350.00 | | | | | | |
| 2 WISN 10/02/ | 12 11/02/1 | 12 Late News | 10PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| 3 WISN 10/02/ | 11/02/1 | 12 The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$500.00 | | | | | | |
| 4 WISN 10/02/ | 11/02/1 | 12 Late News | 1030PM | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | - [| | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | - 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| 5 WISN 10/02/ | 11/02/1 | 12 Nightline | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ļ | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | l | | |
| | | | | | | | | - | | |



Contract / Revision Alt Order# 939457 06262067 / 2

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

| | | | | | | Spots/ | | | | |
|-------------------------------------|----------------------|--|-----------------|-------------------------|------|---------------|------|--------|-------|-------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | | 12 ANDERSO | N COOPER | M-F 11A-12P | | :30 | | MM | 14 | \$3,150.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | -TWTF | 3 | \$225.00 | | | | | | |
| | | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09/ | | ·- · · · · · · · · · · · · · · · · · · | · · | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$300.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | į | | |
| 8 WISN 10/02/ | | | | M-F 2-3P | | -20 | | | 4.0 | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 10 | \$4,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/ | '12 11/02 <i>i'</i> | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | , 0 | 40,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02/ | | | | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF | 2 2 | \$600.00 | | | | | | |
| Week: 10/05/12 | 10/14/12 | -TWTF | 2 | \$600.00 \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| 11 WISN 10/02/ | | | | | | .20 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 5-530pm <u>Rate</u> | | :30 | | NM | 14 | \$14,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02/ | 12 11/02/1 | 2 News M-F | 5a | 5-6A | | :30 | | МИ | 15 | \$5,250.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | - | | . 1111 | | \$0,£00.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | 1 | | |

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

| | | | | | | Spots/ | | | | |
|---------------------------|----------------------|-----------------|-----------------|---------------------------|------|-------------|------|--------|------|---------------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | j | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| 13 WISN 10/02 | /12 11/02/ | 12 News M-F | 6p | 6-630pm | | :30 | | NM | 14 | \$16,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | • |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| 14 WISN 10/02 | | | | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02 | | | nent Tonight | 630p-7 <u>p</u> m | | :30 | | NM | 12 | \$10,200.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02 | | | ning America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | ı | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | | | | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | Į | | |
| Week: 10/22/12 | 10/28/12 11/04/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26 | | | 0 1 841 7 | Fri 9-10p | | :30 | | NM | 1 | \$3,000.00 |
| Start Date Week: 10/22/12 | End Date 10/28/12 | <u>Weekdays</u> | Spots/Week 1 | <u>Rate</u> \$3,000.00 | | | | | | |
| 19 WISN 10/08 | | | 1 | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 1.4101 | J | φ 2 0,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | I | | |
| Week; 10/22/12 | 10/28/12 | 1 | 1 | \$5,000.00 | | | | | | |
| | | | | | | | | | | |



 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/01/12 / 10/01/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|---|---------------------------------|-------------|------------|
| Start Date End Date Weekdays Spots | s/Week Rate | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 3 WISN 10/22/12-10/28/12 Dancing | Prime Other | M: :30 \$ 5,000.00 | NM | |
| See MG 19.6 | Mon 7-8p | M: :30 \$5,000.00 | NM | |
| 6 WISN 10/22/12-10/28/12 Dancing ☑ MG for 19.3 10/22 | Wott 7-op | M :30 \$5,000.00 | INIVI | |
| Week: 10/29/12 11/04/12 1 | 1 \$5,000.00 | | | |
| Week: 11/05/12 11/11/12 1 | 1 \$5,000.00 | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | NM 1 | \$4,000.00 |
| | s/Week Rate | .00 | | Ψ+,000.00 |
| Week: 10/22/12 10/28/12 1 | 1 \$4,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 Castle | Mon 9-10p | M: :30 \$4 ,000.00 | NM | |
| Credited | 4 040000 | | | |
| Week: 10/29/12 11/04/12 1 | 1 \$4,000.00 | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pi | • | :30 | NM 5 | \$3,000.00 |
| | <u>s/Week</u> <u>Rate</u> 1 \$600.00 | | | |
| Week: 10/01/12 10/07/121- Week: 10/08/12 10/14/121- | 1 \$600.00 1 \$600.00 | | | |
| Week: 10/15/12 10/21/121- | 1 \$600.00 | | | |
| Week: 10/22/12 10/28/121- | 1 \$600.00 | | | |
| Week: 10/29/12 11/04/121- | 1 \$600.00 | | | |
| 22 WISN 10/13/12 10/13/12 College Football G | ame #2 230p-6p | :30 | NM 1 | \$6,500.00 |
| | s/Week Rate | .00 | ' | 40,000.00 |
| Week: 10/08/12 10/14/121- | 1 \$6,500.00 | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 5 | \$2,500.00 |
| Start Date End Date Weekdays Spot | s/Week Rate | | | |
| Week: 10/01/12 10/07/121- | 1 \$500.00 | | | |
| Week: 10/08/12 10/14/121- | 1 \$500.00 | | | |
| Week: 10/15/12 10/21/121- | 1 \$500.00 | | | |
| Week: 10/22/12 10/28/121- Week: 10/29/12 11/04/121- | 1 \$500.00 1 \$500.00 | | | |
| | · · · · · · · · · · · · · · · · · · · | .00 | N 15 A | 2000.00 |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM 4 | \$800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/08/12 10/14/121- | <u>s/Week</u> <u>Rate</u> 1 \$200.00 | | | |
| Week: 10/15/12 10/21/121- | 1 \$200.00 | | | |
| Week: 10/22/12 10/28/121- | 1 \$200.00 | | | |
| Week: 10/29/12 11/04/121- | 1 \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 5 | \$3,500.00 |
| Start Date End Date Weekdays Spot | s/Week Rate | | | • |
| Week: 10/01/12 10/07/121- | 1 \$700.00 | | | |
| Week: 10/08/12 10/14/121- | 1 \$700.00 | | | |
| Week: 10/15/12 10/21/121- | 1 \$700.00 | | | |
| Week: 10/22/12 10/28/121- Week: 10/29/12 11/04/121- | 1 \$700.00 1 \$700.00 | | | |
| | | 0.0 | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | 6-7a | :30 | NM 5 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spot</u> Week: 10/01/12 10/07/121- | <u>s/Week</u> <u>Rate</u> 1 \$600.00 | | ļ | |
| Week: 10/08/12 10/14/121- | 1 \$600.00 | | | |
| Week: 10/15/12 10/21/121- | 1 \$600.00 | | 1 | |
| | | | • | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order# Contract / Revision 939457 06262067

Contract Dates **Product** Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|-----------------------|------------------------|---------------------------|------|-------------|------|-------|-------|------------|
| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Length Week | Rate | TypeS | Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| 27 WISN 10/20 | /12 11/03/ ⁻ | 12 SA 630-7p | | 630p-7p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 - | 1 | \$500.00 | | | | | | |
| 28 WISN 10/13 | | | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays 1 | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1- | 0 | \$1,000.00 \$0.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$1,000.00 | | | | 1 | | |
| | | | 0.11 | <u> </u> | | | | 318.0 | _ | 00 000 00 |
| 29 WISN 10/06 | | | College Footbal | | | :30 | | NM | 3 | \$3,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> 1- | <u>Spots/Week</u> 1 | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | Ö | \$0.00 | | | | ļ. | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13 | | 12 News Sat 7 | | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 4 | \$1,600.00 |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$450.00 | | | | ŀ | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 | | | | | | |
| 31 WISN 10/07 | /12 11/04/ | 12 Late News | 10pm | 10p-1030p | | :30 | | NM | 5 | \$8,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | , |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14 | /12 11/04/ | 12 Late News | SU 1030PM | 1030p-11p | | :30 | | MM | 4 | \$3,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | l | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | Į. | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | l | \$950.00 | | | | | | |
| 33 WISN 10/14 | | | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date Week: 10/08/12 | End Date | Weekdays | Spots/Week 1 | <u>Rate</u> \$200.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 10/21/12 | 1 | 1 | \$200.00 | | | | 1 | | |
| Week: 10/22/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07 | | | | • | | :30 | | NM | 5 | 63 E00 00 |
| 34 VVISN 10/07 Start Date | End Date | Weekdays | Spots/Week | 530-6p Rate | | :50 | | IAIAI | 5 | \$2,500.00 |
| Week; 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| | | | | | | | | • | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



 Contract / Revision
 Alt Order #

 939457 / 2
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision

Democratic Senatorial Ca 10/01/12 / 10/01/12

| | | | | | | Spot | s/ | | | |
|-------------------------------------|-------------------------|----------------------|-----------------|------------------------------|-----------|------------|---|-------------|------|-------------|
| *Line Ch Start | Date End D | ate Description | า | Start/End Time | Days | Length Wee | k Rate | TypeS | pots | Amount |
| <u>Start Date</u> Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$500.00 | | | | | | |
| 35 WISN 10/07/ | /12 11/04/ | 12 Sun GMA | | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | l | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | . 1 | \$400.00 | | | | | | |
| 36 WISN 10/21/ | | | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date Week: 10/15/12 | End Date 10/21/12 | Weekdays 1 | Spots/Week 1 | <u>Rate</u> \$2,500.00 | | | | | | |
| | | _ | | | | ~~ | | | _ | |
| 37 WISN 10/07/ | | | | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 38 WISN 10/14/ | /12 11/04/ | 12 This Week | With George Ste | ep930-1030am | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | _ | 42,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 39 WISN 10/09/ | /12 10/23/ ⁻ | 12 DanceResu | lts | Tue 7-8p | | :30 | | NM | 2 | \$10,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -1 | 0 1 | \$0.00 | | | | 1 | | |
| | | | <u> </u> | \$5,000.00 | | | | | _ | |
| N 40 WISN 10/02 | | 12 HappyEnd | Contantinal | Tue 8-9p | | :30 | | NM | 2 | \$5,000.00 |
| Start Date Week; 10/01/12 | End Date 10/07/12 | Weekdays -1 | Spots/Week 1 | <u>Rate</u> \$2,500.00 | | | | | | |
| | ite Range | Description | • | Start/End Time | Weekda | ys Length | Rate | <u>Туре</u> | | |
| | | /12 HappyEnd | • | Tue 8-9p | -Tu | | \$ 2,5 00.00 | NM | | |
| See MG 4 | | .,, | | • | | | • | | | |
| 3 WISN 10 | /01/12-10/07 | /12 DWTS Res | ults | Tue 8-9p | -Tu | :30 | \$2,500.00 | NM | | |
| MG for 40. | 1 10/02 | | | | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$2,500.00 | | | | | | |
| 41 WISN 10/02 | | | tice | Tue 9-10p | | :30 | | NM | 2 | \$4,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,200.00 | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | -1 | 0 | \$0.00 \$2,200.00 | | | | | | |
| | ite Range | Description | . | \$2,200.00 Start/End Time | Weekda | ys Length | Pate | Туре | | |
| | | /12 PrivatePrad | | Tue 9-10p | -Tu | | Rate \$2,200,00 | NM Type | | |
| Credited | W : 2-1 U/2 I | , - 1 1140101 10(| 550 | 146 5-10p | , u = = = | .50 | ΨΣ,ΣΦΟ.ΘΘ | 1.4161 | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$2,200.00 | | | | - | | |
| | | · | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



Alt Order# Contract / Revision 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

| | | Spots/ | | |
|--|--|--|----------------------------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| 42 WISN 10/16/12 10/30/12 HappyEnd <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/15/12-10/21/12 HappyEnd | Tue 8-9p Rate \$3,000.00 Start/End Time Tue 8-9p | :30 Weekdays Length Rate -Tu :30 \$3,000.00 | NM 2 <u>Type</u> <i>NM</i> | \$6,000.00 |
| Credited Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 \$3,000.00 | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date | 230p-6p <u>Rate</u> \$7,000.00 | :30 | NM 1 | \$7,000.00 |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 2- 2 | 7-1030p <u>Rate</u> \$1,300.00 | :30 | NM 2 | \$2,600.00 |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2 | 9-930A <u>Rate</u> \$225.00 | :30 | NM 2 | \$450.00 |
| 46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1 | 2-3pm/1-2p <u>Rate</u> \$350.00 | :30 | NM 1 | \$350.00 |
| 47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | 2-3pm/1-2p <u>Rate</u> \$350.00 | :30 | NM 1 | \$350.00 |
| 48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 | :30 | NM 4 | \$6,400.00 |
| 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 10-11am Rate \$500.00 \$500.00 \$500.00 \$500.00 | :30 | NM 4 | \$2,000.00 |
| 50 WISN 11/06/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1 | 10-11am <u>Rate</u> \$500.00 | :30 | NM 1 | \$500.00 |
| 51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00 | :30 | NM 4 | \$900.00 |
| 52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 3-4p <u>Rate</u> \$500.00 \$500.00 | :30 | NM 2 | \$1,000.00 |
| 53 WISN 11/06/12 11/06/12 3-4p | 3-4p | :30 | NM 1 | \$500.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------------------|-------------------------|-----------------|---------------------------|------|-------------|------|--------|------|------------|
| *Line Ch Start | | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | , |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500,00 | | | | | | |
| 54 WISN 10/29 | | | Conta Minale | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Start Date Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15 | /12 11/05/ | 12 News M-F | 5p | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | | 7 | Ψ-,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 1 | 1 | \$1,000.00 | | | | | | |
| | | ···· | | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | | | | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08 | /12 11/05/ | 12 News M-F | 6р | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | ` | Ŭ | VO,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 1 | 1 | \$1,200.00 | | | | 1 | | |
| | | | | \$1,200.00 | | | | | | |
| 58 WISN 10/15 Start Date | /12 11/05/ [.] End Date | 12 News M-F Weekdays | Spots/Week | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u> </u> | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06 | /12 11/06/ ⁻ | 12 News M-F | 6a | 6-7A | | :30 | | NM | 1 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | ** ** |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 60 WISN 10/22 | | | nent Tonight | 630p-7pm | | :30 | | NM. | 3 | \$2,550.00 |
| Start Date Week: 10/22/12 | End Date 10/28/12 | Weekdays 1 | Spots/Week | Rate | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$850.00 \$850.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 | | | | | | |
| 61 WISN 10/08/ | | 12 Good More | ning America | 7-9a | | :30 | | NIM | - | 05 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | NM | э | \$5,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 62 WISN 11/06/ | | | - | 7-9a | | :30 | | NM | 1 | \$1,000.00 |
| <u>Start Date</u> Week: 11/05/12 | End Date 11/11/12 | Weekdays -1 | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | | | |
| 9100K, 11/00/12 | 17/17/12 | . T | I | \$1,000.00 | | | | l | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Print Date 10/01/12

Page 9 of 11



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Re | evisi | <u>on</u> | Alt Order # | |
|--------------------|---------------|-------|-----------|-------------|--|
| | 939457 | 1 | 2 | 06262067 | |
| Contract Dates | Product | | | Estimate # | |
| 0/02/12 - 11/06/12 | DSCC-IE | | | 1533 | |

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/01/12 / 10/01/12

Spots/

| Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | TypeS | pots | Amount |
|----------------|------------|-----------------|------------|----------------|------|-------------|------|-------|------|--------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | - | |
| 63 WISN 10/15 | /12 11/05/ | 12 LIVE WITH | H KELLY! | 9-10am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | , |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 | | | | | | |
| | | | | | | Total | e | | 347 | \$312,450.00 |

Totals 347 \$312,450.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 246 | \$222,750.00 | \$189,337.50 |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 |
| Totals | 347 | \$312,450.00 | \$265,582.50 |

| Signature: | Date: | |
|------------|-------|--|
| _ | | |

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Rev | <u>vision</u> | | Alt Order # | | | |
|--------------------------|----------------|---------------|------|-------------|----------------|--|--|
| | 939457 | / 3 | | 06262067 | | | |
| <u>Product</u> | | | | | | | |
| DSCC-IE | | | | | | | |
| Contract Dates | Estimate # | | | | | | |
| 10/02/12 - 11/06/12 | 1533 | | | | | | |
| <u>Advertiser</u> | | | Ori | ginal Date | / Revision | | |
| Democratic Senatorial Ca | ampaign Com | mittee | 1 | 0/03/12 | / 10/03/12 | | |
| | Billing Cycle | Billing | Cal | endar | Cash/Trade | | |
| | EOM/EOC | Broado | ast | | Cash | | |
| | <u>Station</u> | Accou | nt E | xecutive | Sales Office | | |
| | WISN | Will Hi | ideb | randt | HRP -Washingto | | |
| | Special Hand | ling | | | | | |
| | | | | | | | |
| | Demographic | | | | | | |
| | Adults 35+ | | | | | | |
| | | | | | | | |
| | | | | ••• | | | |
| | IDB# | Advert | iser | Code | Product Code | | |
| | 8091 | 49 | | | 53 | | |
| | Agency Ref | | | Advertiser | Ref | | |

| | | | | Spots/ | | | | |
|--|------------|----------------|--------|-------------|------|--------|-------|-------------|
| *Line Ch Start Date End Date Description | | Start/End Time | Days I | Length Week | Rate | Type S | Spots | Amount |
| 1 WISN 10/02/12 11/02/12 General Hosp | ital | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| | Spots/Week | <u>Rate</u> | | | | i | | ·-1 |
| Week: 10/01/12 | 2 | \$350.00 | | | | 1 | | |
| Week: 10/08/12 | 2 | \$350.00 | | | | 1 | | |
| Week: 10/15/12 | 2 | \$350.00 | | | | - 1 | | |
| Week: 10/22/12 | 2 | \$350.00 | | | | 1 | | |
| Week: 10/29/12 11/04/12 -TWTF | 2 | \$350.00 | | | | | | |
| 2 WISN 10/02/12 11/02/12 Late News 10 | PM | 10-1030p | | :30 | | NM | 15 | \$24,000.00 |
| | Spots/Week | <u>Rate</u> | | | | | | , |
| Week: 10/01/12 | 2 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 10/21/12 -TwTF | 4 | \$1,600.00 | | | | i | | |
| Week: 10/22/12 10/28/12 -TwTF | 3 | \$1,600.00 | | | | ı | | |
| Week: 10/29/12 11/04/12 -TWTF | 4 | \$1,600.00 | | | | | | |
| 3 WISN 10/02/12 11/02/12 The View | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| | Spots/Week | <u>Rate</u> | | | | 1 | | · |
| Week; 10/01/12 10/07/12 -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/08/12 | 2 | \$500.00 | | | | 1 | | |
| Week: 10/15/12 10/21/12 -TWTF | 3 | \$500.00 | | | | 1 | | |
| Week: 10/22/12 10/28/12 -TwTF | 3 | \$500.00 | | | | 1 | | |
| Week: 10/29/12 11/04/12 -TWTF | 4 | \$500.00 | | | | | | |
| 4 WISN 10/02/12 11/02/12 Late News 103 | 30PM | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 10/07/12 -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/08/12 | 1 | \$950.00 | | | | 1 | | |
| Week: 10/15/12 | 1 | \$950.00 | | | | - | | |
| Week: 10/22/12 10/28/12 -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 11/04/12 -TWTF | 1 | \$950.00 | | | | | | |
| 5 WISN 10/02/12 11/02/12 Nightline | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date End Date Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 10/07/12 -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/08/12 | 1 | \$750.00 | | | | | | |



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|---|-------------------------|-------------------------|-------------------------|----------------------------|------|-------------|-------|-------------|-------|-------------|
| | Date End D | Date Description | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 2 | \$750.00 \$750.00 | | | | | | |
| 6 WISN 10/02 | ***** | | ON COOPER | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | M-F 11A-12P <u>Rate</u> | | :30 | | NM | 14 | \$3,150.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | | 12 THE CHE | Ν | 12P-1P | | :30 | 9.5.4 | NM | 8 | \$2,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | 7-1,00.00 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 2 | \$300.00 \$300.00 | | | | | | |
| *************************************** | | ····· | | | | | | | | |
| 8 WISN 10/02 Start Date | /12 11/02/ End Date | 12 KATIE CO Weekdays | Spots/Week | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> 30013/Veek</u> 2 | <u>Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02 | /12 11/02/ | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ŀ | | 1-,000.00 |
| Week:::10/01/12 Week:::10/08/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 10/21/12 | -TWTF -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | -TWTF | 2 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 \$500.00 | | | | | | |
| 10 WISN 10/02/ | | | 4 | | *** | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 4P-5P <u>Rate</u> | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | ļ | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| 11 WISN 10/02/ | /12 11/02/ ⁻ | 12 News M-F | 5 p | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | , ,,,,,,,, |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 | - T WTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 10/21/12 | -TWTF | 3 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | -TWTF -TWTF | 3 3 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02/ | | | | | | .00 | | | . – | |
| Start Date | End Date | Weekdays | sa Spots/Week | 5-6A <u>Rate</u> | | :30 | | NM | 15 | \$5,250.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> </u> | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | | | |
| | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict within the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

| | | | | | | Spots/ | | | | |
|----------------------------------|---|---------------------------|--|---------------------------|------|-------------|------|--------|------|---------------------------------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | · · · · · · · · · · · · · · · · · · · |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | -TWTF -TWTF | 3 | \$350.00 | | | | | | |
| | *************************************** | | 4 | \$350.00 | | | | | | |
| 13 WISN 10/02 Start Date | 2/12 11/02/ End Date | 12 News M-F Weekdays | бр <u>Spots/</u> Week | 6-630pm | | :30 | | NM | 14 | \$16,800.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | <u>Rate</u> \$1,200.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| 14 WISN 10/02 | 2/12 11/02/ | 12 News M-F | 6a | 6-7A | · | :30 | | NM | 15 | \$15,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 7.0,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 11/04/12 | -TWTF | 3 4 | \$1,000.00 \$1,000.00 | | | | | | |
| | | | ······································ | | | | | | | |
| 15 WISN 10/02 Start Date | 2/12 11/02/ End Date | 12 Entertainn Weekdays | nent Tonight Spots/Week | 630p-7pm | | :30 | | NM | 12 | \$10,200.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> </u> | <u>Rate</u> \$850.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | İ | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02 | | 12 Good Mor | ning America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 42.,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 5 | \$1,000.00 \$1,000.00 | | | | | | |
| 17 WISN 10/02 | *************************************** | | | | | | | | | |
| Start Date | 1/12 11/02/ End Date | 12 LIVE WITI Weekdays | Spots/Week | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u>30013/VVeek</u> 2 | <u>Rate</u> \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26 | | | | Fri 9-10p | | :30 | • | NM | 1 | \$3,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | • | +-,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| 19 WISN 10/08 | | _ | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | 1 | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$5,000.00 \$5,000.00 | | | | | | |
| VVCCN. 10/22/12 | 10/20/12 | | 1 | \$5,000.00 | | | | | | |



Week: 10/15/12

10/21/12

Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Oheat/English Time | Spots/ | _ | |
|--|-------------------------------|--|---------------|------------|
| | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description | <u>Rate</u> Start/End Time | Wookdovo Loreth Data | - · | |
| 3 WISN 10/22/12-10/28/12 Dancing | Prime Other | <u>Weekdays Length Rate</u> M:30 \$5,000.00 | Type | |
| See MG 19.6 | i iiiio Otilei | M:30 \$5,000.00 | NM | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M: :30 \$5,000.00 | NM | |
| ⊕ MG for 19.3 10/22 | | 100 40,000.00 | NIVI | |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | NM 1 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | Ψ 1,000.00 |
| Week: 10/22/12 10/28/12 1 1 | \$4,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 Castle Credited | Mon 9-10p | M :30 \$4,000.00 | NM | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | |
| | | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> | 10-1035p | :30 | NM 5 | \$3,000.00 |
| Week: 10/01/12 10/07/121 1 | <u>Rate</u> \$600.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | • | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | ŀ | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| 22 WISN 10/13/12 10/13/12 College Football Game #2 | 230p-6p | :30 | NM 1 | ¢6 500 00 |
| Start Date | Rate | .00 | INIVI | \$6,500.00 |
| Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 5 | \$2,500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | · · · · · · · | 42,000.00 |
| Week: 10/01/12 10/07/121- 1 | \$500.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$500.00 | | İ | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$500.00 | | | |
| | \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1 | <u>Rate</u> \$200.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NIM 6 | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 5 | \$3,500.00 |
| Week: 10/01/12 10/07/121- 1 | \$700.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$700.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$700.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$700.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$700.00 | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | 6-7a | :30 | NM 5 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | • | 45,050.00 |
| Week: 10/01/12 10/07/121- 1 | \$600.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | |

\$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/03/12 / 10/03/12

| Start Date End Date End Date Start | *line Ch Start | Data End C | lata Deceriptio | n | Chart (Fig. 1 Time | D | Spots/ | | _ | | |
|--|-----------------|------------|-----------------|------------|---|------|-------------|------|-------|------|------------------|
| Week: 10/22/12 10/24/12 | | | | | | ⊔ays | Length Week | Rate | TypeS | pots | Amount |
| 2 | | | | | | | | | Į | | |
| Start Date Find Date Weekdays Spots/Week 1002/12 1002/ | Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| Start Date March Start Date Week W | | | 12 SA 630-7p | | 630p-7p | | :30 | | NM | 2 | \$1,000,00 |
| Week: 10/22/12 10/24/12 | | | | | | | | | | _ | 41,000.00 |
| Week: 10/29/12 11/04/12 10/27/12 15500.00 S500.00 S5 | | | T- | | | | | | i | | |
| Sam 10/13/12 10/27/12 Sat 530-7p S | | | 1- | | • | | | | | | |
| Start Date End Date Weeking Spots Sp | 28 WISN 10/13 | /12 10/27/ | 12 Sat 630-7p | | | | -30 | | NINA | • | *** |
| Week: 1075/12 10/28/12 1 | | End Date | <u>Weekdays</u> | Spots/Week | • | | .50 | | INIV | 2 | \$2,000.00 |
| Meek: 10/02/12 10/28/12 10/ | | | 1- | · · | | | | | | | |
| 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1/330p :30 NM 3 \$3,000.00 | | | - | | | | | | | | |
| Start Date End Date Weekdays Spots/Week \$1,000.00 Spots/Wee | | | | | | | | / | | | |
| Week: 10/01/12 10/07/12 1 1 \$1,000.00 Week: 10/15/12 10/13/12 2 2 \$1,000.00 Week: 10/15/12 10/13/12 11/03/12 New Sat 7-9a 7-9am :30 NM 4 \$1,800.00 Start Date Meek: 10/15/12 In Date Meek 10/15/12 Meek 10/15/12 Meek 10/15/12 10/14/12 1- 1 \$450.00 Week: 10/15/12 10/14/12 1- 1 \$450.00 1 \$450.00 Week: 10/15/12 11/04/12 1 1 \$450.00 1 1 \$450.00 Start Date End Date Week days Spots/Week Rate Meeks: 10/01/12 1 1 \$450.00 Week: 10/15/12 10/15/1 | | | | - | , | | :30 | | NM | 3 | \$3,000.00 |
| Week: 10/16/12 10/14/12 | | | | | | | | | | | |
| 30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am 30 NM 4 \$1,800.00 | Week: 10/08/12 | 10/14/12 | | | • | | | | Ī | | |
| Start Date End Date Weekdays Spots/Week S450.00 | Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Section | | | 12 News Sat 7 | -9a | 7-9am | | :30 | | NM | 4 | \$1.800.00 |
| Week: 10/15/12 10/21/12 1 1 \$450.00 | | | | Spots/Week | . — | | | | | ŕ | 4.,000.00 |
| Week: 10/22/12 10/28/12 1 1 \$450.00 | | | | 1 | | | | | | | |
| Week: 10/29/12 11/04/12 11/04/12 Late News 10pm 10p-1030p 30 NM 5 \$8,000.00 | | | | 1 | | | | | i | | |
| Start Date End Date Weekdays Spots/Week \$1,000.00 Week: 10/07/12 10/07/12 1 1 \$1,600.00 Week: 10/08/12 10/14/12 1 1 \$1,600.00 Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/22/12 10/28/12 1 1 \$1,600.00 Week: 10/22/12 11/04/12 1 1 \$1,600.00 Week: 10/22/12 11/04/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 Week: 10/08/12 10/14/12 1 1 \$1,600.00 Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/08/12 10/14/12 1 1 \$950.00 Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 Week: 10/08/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Week: 10/08/12 10/14/12 1 1 \$200.00 Week: 10/08/12 10/14/12 1 1 \$200.00 Week: 10/08/12 10/21/12 1 1 \$200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/29/12 11/04/12 1 1 \$200.00 Week: 10/29/12 11/04/12 1 1 \$200.00 Week: 10/29/12 11/04/12 1 1 \$200.00 Week: 10/08/12 11/04/12 1 1 \$200.00 Week: 10/08/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 SanDate End Date Meekdays Spots/Week Rate SanDate Rate SanDate | Week: 10/29/12 | 11/04/12 | 1- | 1 | | | | | | | |
| Start Date End Date Weekdays Spots/Week Start Date Start Date Weekdays Spots/Week Start Date Weekdays Spots/Week Start Date | 31 WISN 10/07/ | 12 11/04/1 | 2 Late News | 10pm | 10p-1030p | | :30 | | NM | s. | \$8 000 nn |
| Week: 10/08/12 10/14/12 10/21/12 1 1 \$1,600.00 Week: 10/15/12 10/28/12 10/28/12 10/28/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 10/28/12 10 | | | | Spots/Week | • | | .00 | | 14191 | 3 | \$0,000.00 |
| Week: 10/15/12 10/21/12 1 1 \$1,600.00 Week: 10/22/12 11/04/12 1 1 \$1,600.00 Week: 10/29/12 11/04/12 1 1 \$1,600.00 Start Date End Date Weekdays Spots/Week Rate S950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 Su 458-6a 458-6AM 30 NM 4 \$800.00 Start Date End Date Meekdays Spots/Week Rate | | | | 1 | | | | | | | |
| Week: 10/22/12 News: 10/28/12 11/04/12 10/28/12 11/04/12 1 \$1,600.00 32 WiSN 10/14/12 11/04/12 11/04/12 Late News SU 1030PM Start Date Week: 10/08/12 10/14/12 10/14/12 11/04/12 1030p-11p Sp50.00 30 NM 4 \$3,800.00 Week: 10/08/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 10/14/12 11/04/12 10/14/12 10/14/12 11/04/12 10/14/12 10/14/12 11/04/12 10/14/12 11/04/12 Su 458-6a 458-6AM 30 30 NM 4 \$800.00 Start Date Now: 10/08/12 10/14/12 10/ | | | _ | 1 | | | | | | | |
| Week: 10/29/12 11/04/12 1 1 \$1,600.00 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week Sp50.00 Rate 9,950.00 Week: 10/15/12 10/14/12 1 1 \$950.00 Week: 10/12/12 10/12/12 1 1 \$950.00 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 NM 4 \$800.00 Start Date Start Date Week: 10/08/12 End Date Week: 200.00 Rate Scoo.00 NM 4 \$800.00 Week: 10/15/12 10/14/12 1 1 \$200.00 NM 4 \$800.00 Week: 10/15/12 10/14/12 1 1 \$200.00 NM 4 \$800.00 Week: 10/15/12 10/21/12 1 1 \$200.00 NM 5 \$2,500.00 Week: 10/09/12 11/04/12 News Sun 530pm< | | | | 1 | | | | | | | |
| 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00 Start Date End Date Weekdays Spots/Week Rate S950.00 | Week: 10/29/12 | | <u>1</u> | i 1 | | | | | l | | |
| Start Date Week 10/08/12 10/14/12 10/14/12 1 1 \$950.00 | 32 WISN 10/14/ | 12 11/04/1 | 2 Late News 8 | SU 1030PM | | | ·30 | | NIM | 4 | #2 000 00 |
| Week: 10/15/12 10/21/12 1 1 \$950.00 Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 2 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Week: 10/08/12 10/14/121 1 \$200.00 NM 4 \$800.00 Week: 10/15/12 10/21/121 1 \$200.00 NM 4 \$800.00 Week: 10/22/12 10/28/121 1 \$200.00 NM 5 \$2,500.00 Week: 10/29/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Week: 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Week: 10/07/12 10/07/121 1 1 \$500.00 Week: 10/07/12 10/07/121 1 1 \$500.00 Week: 10/15/12 10/14/121 1 1 \$500.00 | | | <u>Weekdays</u> | | | | .00 | | 14141 | 4 | \$3,800.00 |
| Week: 10/22/12 10/28/12 1 1 \$950.00 Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Week: 10/08/12 End Date 10/14/12 Weekdays Spots/Week 200.00 Rate 200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00 S200.00 NM 5 \$2,500.00 34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date Week: 10/01/12 End Date Weekdays Spots/Week Rate Week: 10/01/12 Rate S00.00 NM 5 \$2,500.00 Week: 10/08/12 10/14/12 1 1 \$500.00 NM 5 \$2,500.00 Week: 10/15/12 10/21/12 1 1 \$500.00 NM 5 \$2,500.00 | | | - | 1 | | | | | | | |
| Week: 10/29/12 11/04/12 1 1 \$950.00 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date Weekdays Spots/Week 10/08/12 Rate \$200.00 Week: 10/15/12 10/21/121 1 \$200.00 Week: 10/22/12 10/28/121 1 \$200.00 Week: 10/29/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 10/07/121 1 \$500.00 Week: 10/08/12 10/14/121 1 5500.00 \$500.00 Week: 10/15/12 10/21/121 1 \$500.00 | | | | 1 | | | | | | | |
| 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM :30 NM 4 \$800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/121 1 \$200.00 Week: 10/15/12 10/21/121 1 \$200.00 Week: 10/22/12 10/28/121 1 \$200.00 Week: 10/29/12 11/04/121 1 \$200.00 34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$500.00 Week: 10/01/12 10/07/121 1 \$500.00 Week: 10/08/12 10/14/121 1 \$500.00 Week: 10/15/12 10/21/121 1 \$500.00 | | | | • | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 1 1 \$200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00 Week: 10/29/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 1 \$500.00 Week: 10/08/12 10/14/12 1 1 \$500.00 Week: 10/15/12 10/21/12 1 1 \$500.00 | | | | • | | | .20 | | | | |
| Week: 10/08/12 10/14/12 1 1 \$200.00 Week: 10/15/12 10/21/12 1 1 \$200.00 Week: 10/22/12 10/28/12 1 1 \$200.00 Week: 10/29/12 11/04/12 1 1 \$200.00 34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays Spots/Week S500.00 Rate \$500.00 \$500.00 Week: 10/08/12 10/14/12 1 1 \$500.00 Week: 10/15/12 10/21/12 1 1 \$500.00 | | | | Spots/Week | | | :30 | | NM | 4 | \$800.00 |
| Week: 10/22/12 10/28/12 1 1 \$200.00 Week: 10/29/12 11/04/12 1 1 \$200.00 34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays Spots/Week 5500.00 Rate \$500.00 Week: 10/08/12 10/14/12 1 1 \$500.00 Week: 10/15/12 10/21/12 1 1 \$500.00 | | | | | | | | | | | |
| Week: 10/29/12 11/04/12 1 1 \$200.00 34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays Spots/Week 5500.00 Rate \$500.00 Week: 10/08/12 10/14/12 1 1 \$500.00 Week: 10/15/12 10/21/12 1 1 \$500.00 | | | | 1 | | | | | 1 | | |
| 34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$500.00 Week: 10/08/12 10/14/121 1 \$500.00 Week: 10/15/12 10/21/121 1 \$500.00 | | | - | 1 | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1 1 \$500.00 Week: 10/08/12 10/14/12 1 1 \$500.00 Week: 10/15/12 10/21/12 1 1 \$500.00 | | ··· | | 1 | · · · · · · · · · · · · · · · · · · · | | | | | | |
| Week: 10/01/12 10/07/121 1 \$500.00 Week: 10/08/12 10/14/121 1 \$500.00 Week: 10/15/12 10/21/121 1 \$500.00 | | | | | • | | :30 | | NM | 5 | \$2,500.00 |
| Week: 10/08/12 10/14/121 1 \$500.00 Week: 10/15/12 10/21/121 1 \$500.00 | | | | 1 | | | | | | | |
| Week: 10/15/12 10/21/121 1 \$500.00 | | | 1 | 1 | | | | | | | |
| week: 10/22/12 10/28/121 1 \$500.00 | | | - | 1 | \$500.00 | | | | | | |
| ı | vveek: 10/22/12 | 10/28/12 | -1 | 1 | \$500.00 | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/03/12 / 10/03/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|------------------------------|---|-------------|-------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1 | <u>Rate</u> \$500.00 | | | |
| 35 WISN 10/07/12 11/04/12 Sun GMA | 6-7a | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | 1414 | \$2,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | |
| Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1 | \$400.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 \$400.00 | | | |
| 36 WISN 10/21/12 10/21/12 Once | Sun 7-8p | :30 | NM 1 | \$2,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 14141 | φ2,500.00 |
| Week: 10/15/12 10/21/121 1 | \$2,500.00 | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 1 | <u>Rate</u> \$400.00 | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George St | ep930-1030am | :30 | NM 2 | \$2,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1 | Rate | | | 14,000.00 |
| *** | \$1,000.00 | | | |
| Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 0 | \$0.00 | | İ | |
| Week: 10/29/12 11/04/121 1 | \$0.00 \$1,000.00 | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | NIM 0 | 040.000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 2 | \$10,000.00 |
| Week: 10/08/12 10/14/12 -1 1 | \$5,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | :30 | NM 2 | \$5,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1 | Rate | | | · |
| Vveek: 10/01/12 10/07/12 -1 1 Spot Ch Date Range Description | \$2,500.00 Stact/End Time | Mindulation 1 and the Date | _ | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Start/End Time Tue 8-9p | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| See MG 40.3 | rue o-ap | -Tu :30 \$ 2,500.00 | NM | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 \$ 2,500.00 | NM | |
| ⊕ See MG 40.4 | · · · · · | 100 \$2,000.00 | **** | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu :30 \$2,500.00 | NM | |
| ⊕ MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1 1 | 00 500 00 | | | |
| | \$2,500.00 | | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week | Tue 9-10p | :30 | NM 2 | \$4,400.00 |
| Week: 10/01/12 10/07/12 -1 1 | <u>Rate</u> \$2,200.00 | | | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| Credited | · | . , | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | l | |



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|--|--|----------------|------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/12 -1 1 | <u>Rate</u> \$2,200.00 | | | |
| 42 WISN 10/16/12 10/30/12 HappyEnd <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1 <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/15/12-10/21/12 HappyEnd | Tue 8-9p <u>Rate</u> \$3,000.00 <u>Start/End Time</u> Tue 8-9p | :30 <u>Weekdays Length Rate</u> -Tu :30 \$3,000,00 | NM 2 Type NM | \$6,000.00 |
| Credited Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 \$3,000.00 | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1 | 230p-6p <u>Rate</u> \$7,000.00 | :30 | NM 1 | \$7,000.00 |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 2- 2 | 7-1030p <u>Rate</u> \$1,300.00 | :30 | NM 2 | \$2,600.00 |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2 | 9-930A <u>Rate</u> \$225.00 | :30 | NM 2 | \$450.00 |
| 46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1 | 2-3pm/1-2p <u>Rate</u> \$350.00 | :30 | NM 1 | \$350.00 |
| 47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | 2-3pm/1-2p <u>Rate</u> \$350.00 | :30 | NM 1 | \$350.00 |
| 48 WISN 10/15/12 11/05/12 Late News 10PM Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 10-1030p Rate \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00 | :30 | NM 4 | \$6,400.00 |
| 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00 | :30 | NM 4 | \$2,000.00 |
| 50 WISN 11/06/12 11/06/12 The View Start Date | 10-11am <u>Rate</u> \$500.00 | :30 | NM 1 | \$500.00 |
| 51 WISN 10/15/12 11/05/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00 | :30 | NM 4 | \$900.00 |
| 52 WISN 10/29/12 11/05/12 3-4p Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1 | 3-4p <u>Rate</u> \$500.00 | :30 | NM 2 | \$1,000.00 |



Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

| | | | | | | Spots/ | | | | |
|----------------------------------|----------------------|-----------------------|----------------------------|---------------------------|------|-------------|------|---------|-------|------------|
| *Line Ch Start | Date End D | ate Descripti | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date Week: 11/05/12 | End Date 11/11/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$500.00 | | | | | | |
| 53 WISN 11/06 | | 12 3-4p | | 3-4p | | :30 | | | | * |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | ΝiM | 1 | \$500.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| 54 WISN 10/29 | /12 11/05/ | 12 DR. OZ | | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | , |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 1 | 1 1 | \$600.00 \$600.00 | | | | | | |
| 55 WISN 10/15 | | ····· | | **** | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 5-530pm Rate | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | | | | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> 1 | Spots/Week | <u>Rate</u> \$350.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | ł | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | - 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08/ | /12 11/05/ | 12 News M-F | 6p | 6-630pm | | :30 | *** | NM | 5 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | 1,11,11 | v | \$0,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 • | \$1,200.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 \$1,200.00 | | | | | | |
| 58 WISN 10/15/ | | 2 News M-F | 62 | 6-7A | | .20 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | į | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | ··· | | | | |
| 59 WISN 11/06/ | | | | 6-7A | | :30 | | MM | 1 | \$1,000.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -1 | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | - 1 | | |
| 60 WISN 10/22/ | 12 11/05/1 | 2 Entertainm | ent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550,00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | • | V2,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$850.00 | | | | - 1 | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 | 1 1 | \$850.00 | | | | | | |
| 61 WISN 10/08/ | | | | \$850.00 | | | | | | |
| Start Date | End Date | Weekdays | ning America Spots/Week | 7-9a <u>Rate</u> | | :30 | | NM | 5 | \$5,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 06262067 939457 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 **Democratic Senatorial Ca**

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------------------|--------------------------|----------------------|---------------------------|------|-------------|------|--------|-------|---|
| *Line Ch Start | | | | Start/End Time | Days | Length Week | Rate | Туре | Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| 62 WISN 11/06 | | | | 7- 9 a | | :30 | | MM | 1 | \$1,000.00 |
| <u>Start Date</u> Week: 11/05/12 | End Date 11/11/12 | Weekdays -1 | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | | | |
| | | | | | | | | | | |
| 63 WISN 10/15 Start Date | /12 11/05/ [/] End Date | 12 LIVE WITH Weekdays | KELLY! Spots/Week | 9-10am | | :30 | | NM | 4 | \$1,800.00 |
| Week: 10/15/12 | 10/21/12 | 1 | Spots/vveek 1 | <u>Rate</u> \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$450.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 | | | | | | |
| N 64 WISN 10/06 | /12 10/06/ | 12 PostBadge | | PostBadger | | :30 | | NM | 1 | \$1,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 1 4141 | ŗ | \$1,000.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$1,000.00 | | | | | | |
| N 65 WISN 10/06 | /12 10/06/1 | 12 BIG 12 Bad | dgerPost | 630-7p, 6-630p | | :30 | | NM | 1 | \$1,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | * |
| Week: 10/01/12 | 10/07/12 | s- | 1 | \$1,500.00 | | | | | | |
| N 66 WISN 10/04 | | 12 LastResort | | Thu 7-8p | | :30 | | NM | 1 | \$3,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date | <u>Weekdays</u> T | Spots/Week | Rate | | | | i | | |
| **** | 10/07/12 | | 1 | \$3,000.00 | | | | | | |
| N 67 WISN 10/04 | | | | 5-6A | | :30 | | NM | 1 | \$350.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> TF | Spots/Week 1 | <u>Rate</u> \$350.00 | | | | | | |
| N 68 WISN 10/06 | | | • | 456-6AM | *** | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 1 | \$250.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$250.00 | | | | | | |
| N 69 WISN 10/07 | /12 10/07/1 | 2 Su 458-6a | | 458-6AM | | :30 | | NM | 1 | \$200.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | INIVI | 1 | \$200.00 |
| Week: 10/01/12 | 10/07/12 | S | 1 | \$200.00 | | | | | | |
| N 70 WISN 10/04 | /12 10/05/1 | 12 KATIE CO | URIC | M-F 2-3P | | :30 | | NM | 2 | \$800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | , | _ | 4000.00 |
| Week: 10/01/12 | 10/07/12 | TF | 2 | \$400.00 | | | | | | |
| N 71 WISN 10/04 | | | | 11p-1130p | | :30 | | NM | 1 | \$1,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | • |
| Week: 10/01/12 | 10/07/12 | TF | 1 | \$1,500.00 | | | | | | |
| N 72 WISN 10/06 | | | | INSIDE HUD 1035 | 5 | :30 | | MM | 1 | \$250.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | Weekdays S- | Spots/Week | Rate | | | | | | |
| VVCCN. 10/01/12 | 10/07/12 | | 1 | \$250.00 | | | | | | |
| | | | | | | | | | | |

357 Totals \$321,300.00

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 256 | \$231,600.00 | \$196,860.00 |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 |
| Totals | 357 | \$321,300.00 | \$273,105.00 |

| Signature: Date: | |
|------------------|--|
|------------------|--|



| | Contract / Re | vision | Alt Order # |
|-----------------------|---------------|---------------------|--------------------------|
| | 939457 | / 3 | 06262067 |
| Contract Dates | Product | | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | | 1533 |
| Advertiser | | 2 | Original Date / Revision |
| Democratic Senatorial | | 10/03/12 / 10/03/12 | |

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 1 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision **Democratic Senatorial Campaign Committee** 10/04/12 / 10/04/12 Billing Calendar Billing Cycle Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

| *line Ch Stort | Data End C | hata Danninti | | O | _ | Spots/ | | | | |
|----------------------------------|-------------------------------------|---------------------------------------|-----------------|-------------------------|------|-------------|------|-------|------|-------------|
| *Line Ch Start | | | | Start/End Time | Days | Length Week | Rate | TypeS | pots | Amount |
| 1 WISN 10/02 Start Date | | | • | 2-3pm/1-2p | | :30 | | NM | 10 | \$3,500.00 |
| Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$350.00 | | | | ı | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$350.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$350.00 | | | | - 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$350.00 | | | | | | |
| 2 WISN 10/02 | /12 11/02/ | 12 Late News | 10PM | 10-1030p | | :30 | | NM | 15 | £34.000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 15 | \$24,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,600.00 | | | | i | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,600.00 | | | | | | |
| 3 WISN 10/02 | | | | 10-11am | | :30 | | NM | 14 | \$7,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | • • | Ψ1,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$500.00 | | | | | | |
| 4 WISN 10/02 | | | | 1030p-11p | | :30 | | NM | 5 | \$4,750.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> | Spots/Week | Rate | | | | | | , |
| Week: 10/08/12 | 10/07/12 | -TWTF -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -1WTF | 1 | \$950.00 | | | | | | |
| Week: 10/10/12 Week: 10/22/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 \$950.00 | | | | | | |
| 5 WISN 10/02 | | | I | | | | | | | |
| 5 VVISN 10/02/ Start Date | /12 11/02/ ⁻ End Date | 12 Nightline Weekdays | Cmata AAI = -1- | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | Spots/Week 1 | <u>Rate</u> \$750.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| | | · · · · · · · · · · · · · · · · · · · | • | Ψ. 55.00 | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|----------------------|----------------------------|-------------------------|-------------------------|------|-------------|------|--------|-------|--------------|
| *Line Ch Start | | | | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | /12 11/02/ | 12 ANDERSO | N COOPER | M-F 11A-12P | | :30 | | NM | 14 | \$3,150.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | (*14) | 1-7 | Ψ5, 150.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | ŀ | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | | | | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/22/12 | 10/21/12 | -TWTF -TWTF | 2 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 \$300.00 | | | | | | |
| 8 WISN 10/02 | | | | | | | | | | |
| Start Date | End Date | 12 KATIE CO Weekdays | Spots/Week | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u>30015/4Veek</u> 2 | <u>Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02 | /12 11/02/ | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | ŀ | | 7-7-0-0-0 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 11/04/12 | -TWTF -TWTF | 2 | \$500.00 | | | | | | |
| | ···· | | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02 Start Date | | | 04-00/1 | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TwTF~- | Spots/Week 2 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| 11 WISN 10/02 | /12 11/02/1 | | 5p | 5-530pm | | :30 | | NM | 14 | \$14,000,00 |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | | | | , | | V . 1,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | - T WTF | 3 | \$1,000.00 | | | | i | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | *** | | |
| 12 WISN 10/02/ | | | | 5-6A | | :30 | | NM | 15 | \$5,250.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 \$350.00 | | | | | | |
| | | | • | Ψυυυ.υυ | | | | | | |



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| *Line Ch Start | Date End F |)ata Descrinti | nn. | Start/End Time | Dava | Spots/ | Data | | | |
|---------------------------|---------------------------------|----------------------------|---|--------------------------|------|-------------|--------|---------|------|----------------------------------|
| Start Date | End Date | | | | Days | Length Week | Rate | TypeS | pots | Amount |
| Week: 10/15/12 | 10/21/12 | <u>Weekdays</u> -TWTF | Spots/Week 3 | <u>Rate</u> \$350.00 | | | | | | - |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| 13 WISN 10/02 | | | | *** | | .20 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 6-630pm Rate | | :30 | | NM | 14 | \$16,800.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| 14 WISN 10/02 | /12 11/02/ | 12 News M-F | 6a | 6-7A | | :30 | | NM | 15 | \$15,000,00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .00 | | 14141 | 15 | \$15,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | - T WTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | - 1 | | |
| 15 WISN 10/02 | | 12 Entertainm | ent Tonight | 630p-7pm | | :30 | | NM | 12 | \$10,200.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | T. 5,250.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | ****** | | | |
| 16 WISN 10/02 | | | ing America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> −TWTF−− | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 4 4 | \$1,000.00 | | | | | | |
| Week: 10/13/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | | | | | | | | | | |
| Start Date | /12 11/02/ <i>*</i> End Date | 12 LIVE WITH Weekdays | Spots/Week | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2</u> | <u>Rate</u> \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | - 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26/ | /12 10/26/1 | 2 2020 | | Fri 9-10p | ···· | :30 | M | NM | 1 | ¢ያ በበበ ሰላ |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | FAIAL | I | \$3,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | 1 | | |
| 19 WISN 10/08/ | /12 11/05/1 | 2 Dancing | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | 3 | Ψ <u>Ε</u> Θ ₁ 000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$5,000.00 | | | | 1 | | |



Contract / Revision Alt Order# 939457 / 4 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| Alice Of OLID CE ID CD | | Spots/ | | |
|---|----------------------------|---|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description | Rate | Manhatana Lauratha Bul | _ | |
| 3 WISN 10/22/12-10/28/12 Dancing | Start/End Time Prime Other | <u>Weekdays Length Rate</u> M: :30 \$5.000.00 | Type | |
| See MG 19.6 | rime Other | M :30 \$5,000.00 | NM | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M :30 \$5,000.00 | NM | |
| → MG for 19.3 10/22 | · | , , , , , , , , , , , , , , , , , , , | | |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | NM 1 | \$4,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1 | <u>Rate</u> \$4,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/22/12-10/28/12 Castle | Mon 9-10p | M :30 \$4,000.00 | NM | |
| Credited | Ţ | | | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | NM 5 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | Rate | | | , |
| Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1 | \$600.00 \$600.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| N 22 WISN 10/13/12 10/13/12 College Football Game #2 | 230p-6p | :30 | NM 1 | \$6,500.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | 40,000.00 |
| Week: 10/08/12 | \$6,500.00 | NAT- state to the state of the | _ | |
| Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 College Football Game #2 | Start/End Time 230p-6p | <u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$6,500:00 | <u>Type</u> | |
| See MG 22.2 | 200p-0p | 3a30 \$0,300.00 | NM | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | sa :30 \$6,500.00 | NM | |
| ⊕ MG for 22.1 10/13 | | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 5 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | Rate | | | • |
| Week: 10/01/12 10/01/121- 1 | \$500.00 \$500.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | , | 4500.00 |
| Week; 10/08/12 10/14/121- 1 | \$200.00 | | | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$200.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NA F | 00 500 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 5 | \$3,500.00 |
| Week: 10/01/12 10/07/121- 1 | \$700.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$700.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$700.00 | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$700.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$700.00 | | l l | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 4 Contract Dates Estimate # Product

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| *Line Ch Start | Date End Γ | ate Descriptio | ın | Start/End Time | Days | Spots/ Length Week | Doto | Tuno Co | 4 . | A |
|----------------------------------|--|--------------------------|---------------------|---|------|-----------------------|---------------------------------------|---------------------|------|---------------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Days | Length Week | Rate | Type S _i | JOIS | Amount |
| 26 WISN 10/06 | | | <u>Opera, recen</u> | 6-7a | | :30 | | NM | 5 | P2 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 5 | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1- 1 | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 - | 1 | \$600.00 \$600.00 | | | | | | |
| 27 WISN 10/20 | | | I | | W | | · · · · · · · · · · · · · · · · · · · | | | |
| Start Date | End Date | 12 SA 630-7p Weekdays | Spots/Week | 630p-7p Rate | | :30 | | NM | 2 | \$1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | | | |
| 28 WISN 10/13 | | 12 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | , , , , , , , , , , |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/21/12 | 1- | 0 | \$0.00 \$1,000.00 | | | | | | |
| 29 WISN 10/06 | | | College Footbal | | | | | 4.14.4 | _ | |
| Start Date | End Date | Weekdays | Spots/Week | 7-1030p <u>R</u> ate | | :30 | | NM | 3 | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 - | 1 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13 | | 12 News Sat 7 | '-9a | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> 1- | Spots/Week | Rate | | | | | | , , |
| Week: 10/15/12 | 10/14/12 | 1- | 1 | \$450.00 \$450.00 | | | | İ | | |
| Week: 10/13/12 | 10/28/12 | 1- | 1 | \$450.00 \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 | | | | | | |
| 31 WISN 10/07 | | 12 Late News | 10pm | 10p-1030p | | :30 | | NM | 5 | *** 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | INIVI | J | \$8,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | | 1 | 011 10000011 | \$1,600.00 | | | | | | |
| 32 WISN 10/14/ Start Date | /12 11/04/ ⁻ <u>End Date</u> | | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 | 10/14/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14/ | | 12 Su 458-6a | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | • | , , , , , , , |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 \$200.00 | | | | | | |
| 34 WISN 10/07/ | | - | 30nm | *************************************** | | -20 | | | _ | |
| 07 VVION 10/0// | 12 11/04/ | I INC GMS ONL! | Joopin | 530-6p | | :30 | | NM | 5 | \$2,500.00 |



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| | | Spots/ | | |
|--|---------------------------|--------------------------------|-------------|---|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1 | Rate | | i | |
| Week: 10/08/12 10/07/121 1 Week: 10/08/12 10/14/121 1 | \$500.00 \$500.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$500.00 \$500.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | |
| 35 WISN 10/07/12 11/04/12 Sun GMA | 6-7a | :30 | NM 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 1,1,11 | Ψ2,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | |
| Week: 10/08/12 | \$400.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | |
| 36 WISN 10/21/12 10/21/12 Once | Sun 7-8p | :30 | NM 1 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1 | <u>Rate</u> \$2,500.00 | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 5 | \$2,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George St | ep930-1030am | :30 | NM 2 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | , |
| Week: 10/08/12 10/14/121 1 | \$1,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1 | \$0.00 | | | |
| | \$1,000.00 | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | NM 2 | \$10,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1 | <u>Rate</u> \$5,000.00 | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | - 1 | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | :30 | NM 2 | PE 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | 14141 2 | \$5,000.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | -Tu :30 \$ 2,500.00 | NM | |
| See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 \$2-500-00 | A/4.4 | |
| (A) See MG 40.4 | ine o-ah | -Tu :30 \$2,500.00 | NM | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu: :30 \$2,500.00 | NM | |
| MG for 40.3 10/02 | - 1- | .41 42,000,00 | ` | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | NM 2 | \$4,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | |

10/04/12 / 10/04/12



| Contract / Revision 939457 / 4 | Alt Order # 06262067 |
|-----------------------------------|------------------------------|
| Product | Estimate # |
| | 1533 |
| | 939457 / 4 Product DSCC-IE |

Democratic Senatorial Ca

| *Line Ch Start Data End Data Dagginting | Ot 4/5 4 7 | Spots/ | _ | |
|--|-------------------------------|---|-------------|-----------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| <u>Start Date End Date</u> <u>Weekdays</u> <u>Spots∕Week</u> <u>Spot Ch</u> Date Range Description | <u>Rate</u> Start/End Time | Mockdova | _ [| |
| 1 WISN 10/01/12-10/07/12 PrivatePractice | Tue 9-10p | Weekdays Length Rate | Type | |
| See MG 41.4 | rue 9-rup | -Tu :30 \$2,200.00 | NM | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 9-10p | Th :30 \$2,200.00 | NM | |
| ® MG for 41.1 10/02 | 1110 0-10p | .30 \$2,200.00 | 14141 | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| Credited | | • | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$2,200.00 | | | |
| 42 WISN 10/16/12 10/30/12 HappyEnd | Tue 8-9p | :30 | NM 2 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | _ | 7-10-00.00 |
| Week: 10/15/12 10/21/12 -1 1 | \$3,000.00 | | | |
| Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 7 WiSiV 10/13/12-10/21/12 Happy⊑no Credited | Tue 8-9p | -Tu :30 \$3,000.00 | NM | |
| Week: 10/22/12 10/28/12 -1 1 | \$3,000.00 | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 | | | | |
| Start Date End Date Weekdays Spots/Week | 230p-6p Rate | :30 | NM 1 | \$7,000.00 |
| Week: 10/22/12 10/28/121- 1 | \$7,000.00 | | | |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footba | | :30 | | |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 2 | \$2,600.00 |
| Week: 10/29/12 11/04/122 2 | \$1,300.00 | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | :30 | NM 2 | \$4E0.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 14141 | \$450.00 |
| Week: 10/22/12 10/28/122 2 | \$225.00 | | | |
| 46 WISN 10/22/12 10/22/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | , , , | , | Ψ550.00 |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | |
| 47 WISN 11/06/12 11/06/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | , | 4000.00 |
| Week: 11/05/12 11/11/12 -1 1 | \$350.00 | | | |
| 48 WISN 10/15/12 11/05/12 Late News 10PM | 10-1030p | :30 | NM 4 | \$6,400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1 | Rate | | | , |
| Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 | \$1,600.00 | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,600.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,600.00 \$1,600.00 | | | |
| | | | | |
| | 10-11am | :30 | NM 4 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 | <u>Rate</u> \$500.00 | | | |
| Week: 10/22/12 10/28/12 1 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/12 1 1 | \$500.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$500.00 | | | |
| 50 WISN 11/06/12 11/06/12 The View | 10-11am | :30 | NIA 4 | 0 500.05 |
| and the state of t | (U-) (all) | .ა∪ | NM 1 | \$500.00 |



Contract / Revision Alt Order # 939457 06262067 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/04/12 / 10/04/12 Democratic Senatorial Ca

| S | pots/ |
|---|-------|
|---|-------|

| *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type S | Spots | _ |
|--|----------|---|
| | 3 P O (O | Amount |
| Start Date End Date Weekdays Spots/Week Rate | | |
| Week: 11/05/12 11/11/12 -1 1 \$500.00 | | |
| 51 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM | 4 | \$900.00 |
| Start Date End Date Weekdays Spots/Week Rate | • | Ψ300.00 |
| Week: 10/15/12 10/21/12 1 1 \$225.00 | | |
| Week: 10/22/12 10/28/12 1 1 \$225.00 | | |
| Week: 10/29/12 11/04/12 1 1 \$225.00 | | |
| Week: 11/05/12 | | |
| 52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM | 2 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Rate | - | Ψ1,000.00 |
| Week: 10/29/12 11/04/12 1 1 \$500.00 | | |
| Week: 11/05/12 11/11/12 1 1 \$500.00 | | |
| 53 WISN 11/06/12 11/06/12 3-4p 3-4p :30 NM | 1 | \$500.00 |
| Start Date | • | Ψοσο.σσ |
| Week: 11/05/12 11/11/12 -1 1 \$500.00 | | |
| 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM | 2 | \$1,200.00 |
| Start Date End Date Weekdays Spots/Week Rate | _ | Ψ1,200.00 |
| Week: 10/29/12 11/04/12 1 1 \$600.00 | | |
| Week: 11/05/12 11/11/12 1 1 \$600.00 | | |
| 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM | 4 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Week Rate | | + 1,000.00 |
| Week: 10/15/12 10/21/12 1 1 \$1,000.00 | | |
| Week: 10/22/12 | | |
| Week: 10/29/12 11/04/12 1 1 \$1,000.00 | | |
| Week: 11/05/12 11/11/12 1 1 \$1,000.00 | | |
| 56 WISN 10/15/12 11/05/12 News M-F 5a 5-6A :30 NM | 4 | \$1,400.00 |
| Start Date End Date Weekdays Spots/Week Rate | | 4 - 1 - 2 - 2 - 2 |
| Week: 10/15/12 10/21/12 1 1 \$350.00 | | |
| Week: 10/22/12 10/28/12 1 1 \$350.00 | | |
| Week: 10/29/12 11/04/12 1 1 \$350.00 | | |
| Week: 11/05/12 11/11/12 1 1 \$350.00 | | |
| 57 WISN 10/08/12 11/05/12 News M-F 6p 6-630pm :30 NM | 5 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week Rate | | , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, |
| Week: 10/08/12 10/14/12 1 1 \$1,200.00 | | |
| Week: 10/15/12 | | |
| Week: 10/22/12 | | |
| . 41,200,00 | | |
| Week: 11/05/12 11/11/12 1 1 \$1,200.00 | | |
| 58 WISN 10/15/12 11/05/12 News M-F 6a 6-7A :30 NM | 4 | \$4,000.00 |
| <u>Start Date </u> | | |
| *** | | |
| Week: 10/22/12 | | |
| | | |
| | | |
| 59 WISN 11/06/12 11/06/12 News M-F 6a 6-7A :30 NM | 1 | \$1,000.00 |
| <u>Start Date </u> | | |
| 0,,000,00 | | |
| 60 WISN 10/22/12 11/05/12 Entertainment Tonight 630p-7pm :30 NM | 3 | \$2,550.00 |
| Start Date End Date Weekdays Spots/Week Rate | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/04/12 / 10/04/12

357

\$321,300.00

Totals



| | Contract / Revision 939457 / 4 | Alt Order # 06262067 |
|---------------------|-----------------------------------|-------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |
| Advertiser | Οι | ininal Date / Revision |

Democratic Senatorial Ca

| *Line Ch Start | Data End C | lata Docariatio | n | Chart/End Times | D | Spots/ | | • | _ |
|---|---|---------------------------------------|-----------------|---------------------------|---------------------------------------|-------------|----------------------|----------------|-------------|
| Start Date | End Date | · · · · · · · · · · · · · · · · · · · | | Start/End Time | Days | Length Week | Rate Ty _l | oe Spots | Amount |
| Week: 10/22/12 | 10/28/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$850.00 | | | | i | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$850.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 | | | | | |
| 61 WISN 10/08 | /12 11/05/ | 12 Good Morn | ing America | 7-9a | | :30 | N | VI 5 | \$E 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | N | " " | \$5,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | 1 | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | _] | |
| 62 WISN 11/06 | | | | 7-9a | | :30 | N | VI 1 | \$1,000.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -1 | Spots/Week | Rate | | | | | |
| *************************************** | | | 1 | \$1,000.00 | | | | _ | |
| 63 WISN 10/15/ | | | | 9-10am | | :30 | N | VI 4 | \$1,800.00 |
| Start Date Week: 10/15/12 | End Date 10/21/12 | Weekdays 1 | Spots/Week | Rate | | | | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | 1 | 1 | \$450.00 | | | | 1 | |
| Week: 10/22/12 | 11/04/12 | 1 | 1 | \$450.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 \$450.00 | | | | | |
| 64 WISN 10/06/ | | | | | | | | 4 | |
| Start Date | End Date | I2 PostBadger Weekdays | Spots/Week | PostBadger | | :30 | N | M 1 | \$1,000.00 |
| Week: 10/01/12 | 10/07/12 | \$- | <u> </u> | <u>Rate</u> \$1,000.00 | | | | | |
| 65 WISN 10/06/ | | | gerPost | 630-7p, 6-630p | | :30 | Ni | И 1 | \$1,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | 1 | , |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$1,500.00 | | | ····· | _ | |
| 66 WISN 10/04/ | | | 0 | Thu 7-8p | | :30 | NI | VI 1 | \$3,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> T | Spots/Week 1 | Rate | | | | | |
| | *************************************** | - | - | \$3,000.00 | | | | _ | |
| 67 WISN 10/04/ | | - | | 5-6A | | :30 | NI | VI 1 | \$350.00 |
| Start Date Week: 10/01/12 | <u>End Date</u> 10/07/12 | <u>Weekdays</u> TF | Spots/Week 1 | <u>Rate</u> \$350.00 | | | | | |
| | | | • | | | | · | _ | |
| 68 WISN 10/06/ Start Date | End Date | 2 Sa 458-6a Weekdays | CnotoAttook | 456-6AM | | :30 | NI | И 1 | \$250.00 |
| Week: 10/01/12 | 10/07/12 | S- | Spots/Week 1 | <u>Rate</u> \$250.00 | | | | | |
| 69 WISN 10/07/ | | - | * | 458-6AM | | .20 | | -1 . | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | NI | И 1 | \$200.00 |
| Week: 10/01/12 | 10/07/12 | S | 1 | \$200.00 | | | | | |
| 70 WISN 10/04/ | 12 10/05/1 | 2 KATIE COU | IRIC | M-F 2-3P | | :30 | Ni | П 2 | 6000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | IVI | " | \$800.00 |
| Week: 10/01/12 | 10/07/12 | TF | 2 | \$400.00 | | | | | |
| 71 WISN 10/04/ | 12 10/05/1 | 2 Nightline | | 11p-1130p | · · · · · · · · · · · · · · · · · · · | :30 | N | Л 1 | \$1,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | • • | 14 | 1 | ψ.,500.00 |
| Week: 10/01/12 | 10/07/12 | TF | 1 | \$1,500.00 | | | | | |
| 72 WISN 10/06/ | | | | INSIDE HUD 1035 | | :30 | N! | <i>I</i> 1 | \$250.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$250.00 | | | | | |
| | | | | | | 7.1 | | 267 | 0004.000.00 |



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision 939457 / 4 | Alt Order # 06262067 |
|---------------------------------------|-----------------------------------|---|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser Democratic Senatoria | 1 | Original Date / Revision 10/04/12 / 10/04/12 |

| Time Period | # of Spots | Gross Amount | Net Amount | |
|--------------------|------------|--------------|--------------|--|
| 10/01/12 -10/28/12 | 256 | \$231,600.00 | \$196,860.00 | |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 | |
| Totals | 357 | \$321,300.00 | \$273,105.00 | |

| Signature: | Date: |
|------------|-------|
|------------|-------|

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

CONTRACT

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

-TWTF--

-TWTF--

10/07/12

10/14/12

Week: 10/01/12

Week: 10/08/12

| | Contract / Rev | ision | | Alt Order # | | |
|--------------------------|----------------|---------|-----------|--------------|----------------|--|
| | 939457 | / 5 | | 06262067 | | |
| Product | | | | | | |
| DSCC-IE | | | | | | |
| Contract Dates | Estimate # | - | | | | |
| 10/02/12 - 11/06/12 | 1533 | | | | | |
| <u>Advertiser</u> | | | <u>Or</u> | iginal Date | / Revision | |
| Democratic Senatorial Ca | ampaign Com | mittee | 1 | 10/05/12 | / 10/05/12 | |
| | Billing Cycle | Billing | Cal | <u>endar</u> | Cash/Trade | |
| | EOM/EOC | Broado | ast | • | Cash | |
| | Station | Accour | ıt E | xecutive | Sales Office | |
| | WISN | Will Hi | ldel | orandt | HRP -Washingto | |
| | Special Hand | ing | | | | |
| | | | | | | |
| | Demographic | | | | | |
| | Adults 35+ | | | | | |
| | | | | | | |
| | [| | | | | |
| | IDB# | Advert | isei | r Code | Product Code | |
| | 8091 | 49 | | | 53 | |
| | Agency Ref | | | Advertiser | r Ref | |
| | | | | | | |

Spots/

Type Spots Length Week Rate Amount Start/End Time Days *Line Ch Start Date End Date Description ΝM \$3,500.00 WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 Rate Start Date End Date Weekdays Spots/Week 2 \$350.00 Week: 10/01/12 -TWTF--10/07/12 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 -TWTF--2 \$350,00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 11/04/12 Week: 10/29/12 NM Late News 10PM 10-1030p :30 15 \$24,000.00 WISN: 10/02/12 11/02/12 Weekdays Spots/Week Rate Start Date End Date 2 \$1,600.00 Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--4 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,600.00 -TWTF--Week: 10/22/12 10/28/12 -TWTF--4 \$1,600.00 11/04/12 Week: 10/29/12 NM \$7,000.00 :30 14 10-11am WISN 10/02/12 11/02/12 The View Spots/Week Rate Start Date End Date Weekdays 1 Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 2 Week: 10/08/12 10/14/12 -TWTF--\$500.00 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 10/28/12 -TWTF--3 \$500.00 Week: 10/22/12 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 -30 NM \$4,750.00 11/02/12 Late News 1030PM 1030p-11p WISN 10/02/12 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--Week: 10/29/12 11/04/12 -TWTF--\$950.00 NM Я \$6,000.00 WISN 10/02/12 11p-1130p :30 11/02/12 Nightline Spots/Week Rate Start Date **End Date** Weekdays

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$750.00

\$750.00

1

1

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Contract Agreement Between:



Alt Order# Contract / Revision 06262067 939457

Contract Dates Product Estimate# DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

Snotel

| | | | | | | Spots/ | | | | |
|-------------------------------------|----------------------|--------------------------|-----------------|---------------------------|---------|-------------|------|---------------------------------------|------|-------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S _l | oots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | 2/12 11/02/ | 12 ANDERSO | N COOPER | M-F 11A-12P | | :30 | | NM | 14 | \$3,150.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 3 | \$225.00 | | | | İ | | |
| Week: 10/15/12 | 10/21/12 10/28/12 | -TWTF -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 11/04/12 | -1W1F | 4 | \$225.00 | | | | | | |
| | | | | | | •30 | | NM | 8 | \$2,400.00 |
| 7 WISN 10/09 | | | | 12P-1P Rate | | :30 | | FAIAF | O | φ2,400.00 |
| <u>Start Date</u> Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | \$300.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| | | | | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| 8 WISN 10/02 Start Date | | Weekdays | Spots/Week | Rate | | .00 | | · · · · · · · · · · · · · · · · · · · | | , ,, |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/0 | 2/12 11/02/ | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/0 | | 12 DR. OZ | | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | i | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF -TWTF | 2 2 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | | | | | .20 | | NM | 14 | \$14,000.00 |
| 11 WISN 10/0 | | | • | 5-530pm | | :30 | | INIVI | 14 | \$14,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | l | | |
| Week: 10/13/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | | | | 5-6A | <u></u> | :30 | | NM | 15 | \$5,250.00 |
| 12 WISN 10/0 Start Date | | Weekdays | Spots/Week | Rate | | | | | | , |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | | | |
| | | | | | | | | | | |

Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# / 5 06262067 939457

Estimate # Contract Dates Product 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|--------------------------|----------------------------|---------------------------|--------|-------------------|----------|-------------|------|------------------|
| *Line Ch Start i | Date End D | ate Descriptio | n | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| 13 WISN 10/02/ | /12 11/02/ ⁻ | 12 News M-F | 6p | 6-630pm | | :30 | | NM | 14 | \$16,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| 14 WISN 10/02 | | | | 6-7A | | :30 | | MM | 15 | \$15,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TwTF | Spots/Week 2 | <u>Rate</u> \$1,000.00 | | | | | | |
| | | | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | | | | -20 | | NM | 11 | 60 350 00 |
| 15 WISN 10/02 | | | ent Tonight | 630p-7pm | | :30 | | IAIAI | 11 | \$9,350.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week 2 | <u>Rate</u> \$850.00 | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | _ | Start/End Time | Weekda | ays <u>Length</u> | Rate | <u>Type</u> | | |
| | ate Range | Descriptio | | 630p-7pm | -TuwTh | | \$850:00 | NM | | |
| | 0/01/12-10/07 | 712 Emertaini. | nent Tonight | 050p-1pm | 101111 | | φυσσ.σσ | | | |
| See MG 2 Week: 10/08/12 | 3.0 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/13/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| | | | | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| 16 WISN 10/02 Start Date | 11/02/ End Date | Weekdays | ning America Spots/Week | Rate | | .00 | | ' ''' | | 421,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | I | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | | | H KELLYI | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | · |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26 | 3/12 10/26/ | 12 2020 | | Fri 9-10p | | :30 | | NM | 1 | \$3,000.00 |
| Start Date | | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | _ | |
| 19 WISN 10/08 | | _ | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | | Weekdays | Spots/Week | <u>Rate</u> | | | | , | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | | l | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 06262067 / 5 939457

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/05/12 / 10/05/12 **Democratic Senatorial Ca**

| | | Spots/ | | |
|---|--------------------------------------|---------------------------------------|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/22/12 10/28/12 1 1 | \$5,000.00 Start/End Time | Weekdays <u>Length</u> <u>Rate</u> | Type | |
| Spot Ch Date Range Description | Start/End Time Prime Other | M :30 \$5,000.00 | NM | |
| 3 WISN 10/22/12-10/28/12 Dancing See MG 19.6 | 1 mino Other | 7,5,000 | | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M: :30 \$5,000.00 | NM | |
| (ii) MG for 19.3 10/22 | · | | | |
| Week: 10/29/12 11/04/12 1 1 | \$5,000.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | |
| 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | NM 1 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/22/12 10/28/12 1 1 | \$4,000.00 Start/ <u>End Time</u> | Weekda <u>ys Length</u> <u>Rate</u> | <u>Type</u> | |
| Spot Ch Date Range Description | Mon 9-10p | M:30 \$4,000.00 | NM | |
| 1 WISN 10/22/12-10/28/12 Castle Credited | WON 9-10P | ,50 \$1,555.55 | | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | NM 5 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| Week: 10/01/12 10/07/121- 1 | \$600.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 \$600.00 | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| **CCR. 10/20/12 | | :30 | NM 1 | \$6,500.00 |
| 22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date <u>Weekdays</u> <u>Spots/Week</u> | 230p-6p Rate | .50 | | **,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | 1 | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230p-6p | \$a :30 \$6,500.00 | NM | |
| See MG 22.2 | 000 - 0- | Sa :30 \$6,500.00 | NM | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | Sa :30 \$6,500.00 | 1 1141 | |
| ● MG for 22.1 10/13 | 0.000 | :30 | NM 5 | \$3,350.00 |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week | 6-630pm Rate | .50 | | 40,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | \$500.00 | | | |
| Spot Ch <u>Date Range</u> <u>Description</u> | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | 6-630pm | -Sa :30 \$500.00 | NM | |
| See MG 23.6 | | 20 61 250 00 | NM | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 \$1,350.00 | 14141 | |
| ⊕ MG for 15.1,23.1 Week: 10/08/12 10/14/12 1 1 | \$500.00 | | | |
| Week: 10/08/12 | \$500.00 | | | |
| Week: 10/13/12 10/28/121- 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | 1 | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$200.00 \$200.00 | | | |
| 71001, 10.2011 | | :30 | NM 5 | \$3,500.00 |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | .30 | 12141 | 40,000.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Contract Agreement Between:



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 06262067 939457

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|--------------------------------------|-------------------------------------|--------------------------|-----------------|-------------------------|------|-------------|------|--------|-------|-------------------|
| *Line Ch Start I | Date End Da | ate Descriptio | n | Start/End Time | Days | Length Week | Rate | Type 9 | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$700.00 | | | | ĺ | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 - | 1 | \$700.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$700.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$700.00 | | | | | _ | |
| 26 WISN 10/06/ | | | | 6-7a | | :30 | | NM | 5 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> 1- | Spots/Week | <u>Rate</u> \$600.00 | | | | | | |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 10/14/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/22/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| 27 WISN 10/20/ | | | | 630p-7p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | | _ | \$1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | | | |
| 28 WISN 10/13/ | /12 10/27/1 | 12 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$1,000.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$1,000.00 | | | | | | |
| 29 WISN 10/06/ | /12 10/20/1 | 2 ABC Prime | College Footbal | 7-1030p | | :30 | | NM | 3 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13 | | | | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date | End Date | <u>Weekdays</u> 1- | Spots/Week 1 | Rate | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1- | 1 | \$450.00 \$450.00 | | | | ļ | | |
| Week: 10/13/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 | | | | | | |
| | | | | | | :30 | | NM | 5 | \$8,000.00 |
| 31 WISN 10/07. Sta <u>rt Date</u> | /12 11/04/ ⁻ End Date | 12 Late News Weekdays | Spots/Week | 10p-1030p Rate | | .50 | | IAIAI | ٦ | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14 | /12 11/04/ | 12 Late News | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | l | |
| 33 WISN 10/14 | | | | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | l | |



Alt Order# Contract / Revision 939457 06262067 / 5

Contract Dates **Product** Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

Chatal

| | | | | | | Spots | s/ | | | |
|-------------------------------------|-------------------------|-----------------|-------------------------------|---------------------------|--------|-------------|------------|-------------|------|-------------|
| *Line Ch Start I | Date End D | ate Descriptio | n | Start/End Time | Days | Length Weel | < Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07/ | /12 11/04/1 | 12 News Sun | 530pm | 530-6p | | :30 | | NM | 5 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| 35 WISN 10/07 | /12 11/04/ ⁻ | 12 Sun GMA | | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | j | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 36 WISN 10/21 | | | | Sun 7-8p | | :30 | | MM | 1 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | • | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$2,500.00 | | | | | _ | |
| 37 WISN 10/07 | | | | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | <u>1</u> | 1 | \$400.00 \$400.00 | | | | ! | | |
| Week: 10/08/12 | 10/14/12 10/21/12 | | ا خ | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| | | | Mish Cooms CA | | - | :30 | | NM | 2 | \$2,000.00 |
| 38 WISN 10/14 | | | With George Ste Spots/Week | • | | .50 | | IAIAI | 2 | Φ2,000.00 |
| <u>Start Date</u> Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> | <u> </u> | <u>Rate</u> \$1,000.00 | | | | l | | |
| Week: 10/15/12 | 10/21/12 | | Ö | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | ŏ | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| | | - | ulta | Tue 7-8p | | :30 | | NM | 3 | \$12,500.00 |
| N 39 WISN 10/09 Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | ' ''' | · | ψ12,000.00 |
| Week: 10/08/12 | 10/14/12 | -1 | 1 | \$5,000.00 | | | | | | |
| | ate Range | Descriptio | n | Start/End Time | Weekda | ys Length | Rate | <u>Type</u> | | |
| 1 WISN 10 | | | | Tue 7-8p | -Tu | | \$5,000.00 | NM | | |
| See MG 3 | | | | • | | | | | | |
| 3 WISN 10 | | /12 DWTS Re | sults | Tue 8-9p | -Tu | :30 | \$5,000.00 | NM | | |
| MG for 40 | | | | | | | | | | |
| _ | | /12 DWTS-Ju | idges Analysis | Tue 7-8p | -Tu | :30 | \$2,500.00 | NM | | |
| ⊕ MG for 40 | • | | _ | 00.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$5,000.00 | | | | | | |
| N 40 WISN 10/02 | | | _ | Tue 8-9p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | \$2,500.00 | | | | l | | |



Alt Order# Contract / Revision 06262067 939457 / 5

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/05/12 / 10/05/12 Democratic Senatorial Ca

| | | Spots/ | | |
|---|----------------------------|---|-------------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description | Rate Start/End Time | Weekdays <u>Length</u> <u>Rate</u> | Туре | |
| Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | -Tu :30 \$2.500.00 | NM | |
| See MG 40.3 | , 40 0 0 0 | •=, | | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 \$2,500.00 | NM | |
| → See MG 40.4 | | | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu :30 \$2,500.00 | NM | |
| ⊕ MG for 40.3 10/02 | 00 500 00 | | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | Weekdays Length Rate | Туре | |
| Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd | Start/End Time Tue 8-9p | <u>Weekdays Length Rate</u> -Tu :30 \$2,500.00 | NM | |
| See MG 39.3,39.4 | 16C 0-3P | 70 .00 02,000.00 | , | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | NM 2 | \$4,400.00 |
| Start Date End Date Weekdays SpotsWeek | Rate | .00 | - | V 1, 100100 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| See MG 41.4 | Th., 0.40a | Th :30 \$2,200.00 | NM | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 9-10p | 50 \$2,200.00 | 14141 | |
| MG for 41.1 10/02 Week: 10/08/12 | \$0.00 | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | | |
| Spot Ch <u>Date Range</u> <u>Description</u> | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | -Tu :30 \$2,200.00 | NM | |
| Credited | | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$2,200.00 | | | |
| 42 WISN 10/16/12 10/30/12 HappyEnd | Tue 8-9p | :30 | NM 2 | \$6,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1 | <u>Rate</u> \$3,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/15/12-10/21/12 HappyEnd | Tue 8-9p | -Tu :30 \$3,000.00 | NM | |
| Credited | , | | İ | |
| Week: 10/22/12 10/28/12 -1 1 | \$3,000.00 | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 | 230p-6p | :30 | NM 1 | \$7,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> | Rate | | | |
| | \$7,000.00 | -00 | NAA 3 | #2 COO OO |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footba Start Date End Date <u>Weekdays</u> <u>Spots/Week</u> | | :30 | NM 2 | \$2,600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/122- 2 | <u>Rate</u> \$1,300.00 | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | :30 | NM 2 | \$450.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | - | + 100,00 |
| Week: 10/22/12 10/28/122 2 | \$225.00 | | | |
| 46 WISN 10/22/12 10/22/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | |
| 47 WISN 11/06/12 11/06/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u> \$350.00 | | 1 | |
| Week: 11/05/12 11/11/12 -1 1 | 00.00 | | ı | |



Alt Order# Contract / Revision 06262067 939457 / 5

Estimate # Contract Dates Product DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/05/12 / 10/05/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|------------------------|----------------------------|--------------------|-------------------------|------|-------------|------|--------|------|------------|
| *Line Ch Start I | Date End Da | ate Description | n | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| 48 WISN 10/15/ | /12 11/05/1 | 2 Late News | | 10-1030p | | :30 | | NM | 4 | \$6,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | . I | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | | l . | \$1,600.00 | | -22 | | AINA | 4 | 62 000 00 |
| 49 WISN 10/15/ | | | C= -1- 0011: | 10-11am | | :30 | | МИ | 4 | \$2,000.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> 1 | Spots/Week | <u>Rate</u> \$500.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 50 WISN 11/06/ | | 12 The View | | 10-11am | | :30 | | NM | 1 | \$500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| 51 WISN 10/15 | /12 11/05/ | 12 ANDERSC | N COOPER | M-F 11A-12P | | :30 | | NM | 4 | \$900.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | İ | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | | | |
| 52 WISN 10/29 | | • | | 3-4p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> 1 | Spots/Week | Rate \$500.00 | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 | 1 1 | \$500.00 \$500.00 | | | | | | |
| | | | 1 | | | :30 | | NM | 1 | \$500.00 |
| 53 WISN 11/06 | /12 11/06/ End Date | 12 3-4p <u>Weekdays</u> | Spots/Week | 3-4p Rate | | .30 | | IVIVI | 1 | \$500.00 |
| <u>Start Date</u> Week: 11/05/12 | 11/11/12 | -1 | <u>3001374466K</u> | \$500.00 | | | | | | |
| 54 WISN 10/29 | | 12 DR. OZ | | 4P-5P | | :30 | · | NM | 2 | \$1,200.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | | _ | 11,100,000 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15 | /12 11/05/ | 12 News M-F | 5p | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | l. | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | | | | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| <u>Start Date</u> Week: 10/15/12 | | <u>Weekdays</u> 1 | Spots/Week | <u>Rate</u> \$350.00 | | | | 1 | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$350.00 \$350.00 | | | | | | |
| Week: 10/22/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08 | | | | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date | | Weekdays | Spots/Week | Rate | | .50 | | | • | +-,500.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| | | | | | | | | | | |



 Contract / Revision
 Alt Order #

 939457 / 5
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/05/12 / 10/05/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|---|--|---------------------------------|--------------|------------|
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | Rate \$1,200.00 \$1,200.00 \$1,200.00 | | | |
| 58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 6-7A <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 | :30 | NM 4 | \$4,000.00 |
| 59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | 6-7A <u>Rate</u> \$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00 | :30 | NM 3 | \$2,550.00 |
| 61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 7-9a Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 | :30 | NM 5 | \$5,000.00 |
| 62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | 7-9a <u>Rate</u> \$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00 | :30 | NM 4 | \$1,800.00 |
| 64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | PostBadger <u>Rate</u> \$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1 | 630-7p, 6-630p <u>Rate</u> \$1,500.00 | :30 | NM 1 | \$1,500.00 |
| 66 WISN 10/04/12 10/04/12 LastResort Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1 | Thu 7-8p <u>Rate</u> \$3,000.00 | :30 | N M 1 | \$3,000.00 |
| 67 WISN 10/04/12 10/05/12 News M-F 5a Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 1 | 5-6A <u>Rate</u> \$350.00 | :30 | NM 1 | \$350.00 |
| 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | 456-6AM <u>Rate</u> \$250.00 | :30 | NM 1 | \$250.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

otherwise, on contracts, insertion orders, copy instructions or any correspondence when such continuous. Four warks advance carculation related structures of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertising on particular stations on the basis of race or ethnicity.



| | 939457 / 5 | 06262067 |
|---------------------------------------|--------------------|-----------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/05/12 / 10/05/12

Spots/

| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | e Type Spot | s Amount |
|---|---|-----------------------|-------------|--------------|
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1 | 458-6AM <u>Rate</u> \$200.00 | :30 | NM | 1 \$200.00 |
| 70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12TF 2 | M-F 2-3P <u>Rate</u> \$400.00 | :30 | NM | 2 \$800.00 |
| 71 WISN 10/04/12 10/05/12 Nightline Start Date | 11p-1130p <u>Rate</u> \$1,500.00 | :30 | NM | 1 \$1,500.00 |
| 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | INSIDE HUD 1035 _[<u>Rate</u> \$250.00 | :30 | NM | 1 \$250.00 |
| | | Totals | 356 | \$321,300.00 |

| Time Period | # of Spots | Gross Amount | Net Amount | |
|--------------------|------------|--------------|--------------|--|
| 10/01/12 -10/28/12 | 255 | \$231,600.00 | \$196,860.00 | |
| 10/29/12 -11/06/12 | 101 | \$89,700.00 | \$76,245.00 | |
| Totals | 356 | \$321,300.00 | \$273,105.00 | |

| Signature: | Date: | |
|------------|-------|--|
| | - | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Re | wision | | Alt Ordan | <i>a</i> | | |
|--------------------------|--------------------|----------------|------|-------------|----------------|--|--|
| | 4 | | | Alt Order | | | |
| | 939457 | / 6 | | 06262067 | | | |
| Product | | | | | | | |
| DSCC-IE | | | | | | | |
| Contract Dates | Estimate # | | | | | | |
| 10/02/12 - 11/06/12 | 1533 | | | | | | |
| Advertiser | | | Or | iginal Date | / Revision | | |
| Democratic Senatorial Ca | mpaign Com | mittee | 1 | 0/09/12 | / 10/09/12 | | |
| | Billing Cycle | Billing | Cal | endar | Cash/Trade | | |
| | EOM/EOC | Broadcast | | | Cash | | |
| | <u>Station</u> | Accou | nt E | xecutive | Sales Office | | |
| | WISN | Will Hi | ideb | randt | HRP -Washingto | | |
| | Special Hand | ing | | | | | |
| | | | | | | | |
| | <u>Demographic</u> | | | | | | |
| į | Adults 35+ | | | | | | |
| , | | | | | | | |
| | | | | | | | |
| , | IDB# | <u>Adverti</u> | ser | <u>Code</u> | Product Code | | |
| | 8091 | 49 | | | 53 | | |
| 4 | Agency Ref | | | Advertiser | Ref | | |
| | | | | | ĺ | | |

| *Line Ch Start Date End Date Des | | Start/End Time | Spots/ Days Length Week Rate | TypeS | Spots | Amount |
|---|---|--|--|------------------|-------|-------------|
| Start Date End Date Weekda Week: 10/01/12 10/07/12 -TwTF- Week: 10/08/12 10/14/12 -TwTF- Week: 10/15/12 10/21/12 -TwTF- Week: 10/22/12 10/28/12 -TwTF- Week: 10/29/12 11/04/12 -TwTF- | - 2 - 2 - 2 - 2 | 2-3pm/1-2p Rate \$350.00 \$350.00 \$350.00 \$350.00 \$350.00 | :30 | NM | 10 | \$3,500.00 |
| Start Date End Date Weekda Week: 10/01/12 10/07/12 -TWTF- Week: 10/08/12 10/14/12 -TWTF- Spot Ch Date Range Desc 3 W/SN 10/08/12-10/14/12 Late See MG 23.7,23.8,23.9,23.10 | - 2 - 2 ription News 10PM | 10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 <u>Start/End Time</u> 10-1030p | :30 <u>Weekdays Length Rate</u> -TuwThF :30 \$1,600.00 | NM Type NM | 13 | \$20,800.00 |
| 4 WISN 10/08/12-10/14/12 Late See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF Week: 10/22/12 10/28/12 -TWTF Week: 10/29/12 11/04/12 -TWTF 3 WISN 10/02/12 11/02/12 The V | - 4 - 3 - 4 | \$1,600.00 \$1,600.00 \$1,600.00 | -TuwThF :30 \$ 1,6 00.00 | NM | | |
| Start Date End Date Weekdar Week: 10/01/12 10/07/12 -TWTF Week: 10/08/12 10/14/12 -TWTF Week: 10/15/12 10/21/12 -TWTF Week: 10/22/12 10/28/12 -TWTF Week: 10/29/12 11/04/12 -TWTF | Spots/Week 2 2 3 3 4 | 10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00 \$500.00 | :30 | NM | 14 | \$7,000.00 |
| 4 WISN 10/02/12 11/02/12 Late N Start Date End Date Weekday Week: 10/01/12 10/07/12 -TwTF Week: 10/08/12 10/21/12 -TwTF Week: 10/15/12 10/28/12 -TwTF | ews 1030PM <u>Spots/Week</u> 1 1 1 1 | 1030p-11p Rate \$950.00 \$950.00 \$950.00 \$950.00 | :30 | NM | 5 | \$4,750.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 6 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

| WWW.WISH.COM | | | | - | Democratic S | Senatorial Ca | | 10/09/1 | _ | 10/09/12 |
|-------------------------------------|----------------------|--------------------------|-----------------|--------------------------|--------------|-----------------------|------|---------|-------|-------------|
| | | | | L. | | | , | | | |
| *Line Ch Start | | | · | Start/End Tim | ne Days | Spots/ Length Week | Rate | Types | Spots | Amount |
| <u>Start Date</u> Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> -TWTF | Spots/Week 1 | <u>Rate</u> \$950,00 | | | | | | ranounc |
| 5 WISN 10/02 | 2/12 11/02 | 1/12 Nightline | | 11p-1130p | | | | | | |
| Start Date | | ~ | Spots/Week | Rate | | :30 | | MM | 8 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | Ī | | |
| 6 WISN 10/02 | 2/12 11/02 | /12 ANDERS | ON COOPER | M-F 11A-12P | | :30 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .30 | | NM | 14 | \$3,150.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | /12 11/02/ | 12 THE CHE | N | 12P-1P | | :30 | | AID 4 | _ | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 8 | \$2,400.00 |
| Week: 10/08/12 | 10/14/12 | -TWT:F | 2 | \$300.00 | | | | ŀ | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02/ | | | URIC | M-F 2-3P | | :30 | | NM | 10 | T4 000 00 |
| Start Date Week: 10/01/12 | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | MIN | 10 | \$4,000.00 |
| Week: 10/08/12 | 10/07/12 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/06/12 Week: 10/15/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF -TWTF | 2 | \$400.00 | | | | | | |
| | | | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/ | | | _ | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TwTF | Spots/Week | Rate | | | | | | Ψ0,000.00 |
| Week: 10/08/12 | 10/11/12 | -TWTF | 2 | \$500.00 | | | | i | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| | | | | \$500.00 | | | | | | |
| 10 WISN 10/02/ Start Date | | | Deal-861 1 | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | <u>Weekdays</u> −TwTF | Spots/Week 2 | Rate \$600.00 | | | | | - | , |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | j | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 \$600.00 | | | | | | |
| 11 WISN 10/02/1 | | | | | | | | | | |
| Start Date | End Date | 2 News M-F 5 Weekdays | • | 5-530pm | | :30 | | NM | 14 | \$14,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | Spots/Week 2 | <u>Rate</u> | | | | | | 5.50 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 \$1,000.00 | | | | | | |
| | · - | | 3 | φ1,000.00 | | | | | | |

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| | Contract / Revision 939457 / 6 | Alt Order # 06262067 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser | Or | iginal Date / Revision |

| WWW.MISH.GOIT | | | | - | Democrati | c Senatorial Ca | | 10/09/1 | | 0/09/12 |
|-------------------------------------|------------------------|--------------------------|--------------------------|---------------------------|--------------|-----------------|---------------------|---------|--------|-------------|
| | | | | ! | | | | | | 5.00.12 |
| *Line Ch Star | | Date Descript | ion | Start/End Tin | ne Day | | oots/ eek Rate | Type | Snote | Amount |
| Start Date Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> -TwTF | Spots/Week 3 | <u>Rate</u> \$1,000,00 | | 3 | | 1,750 | эрогэ | Amount |
| 12 WISN 10/0 | | | | | | | | | | |
| Start Date | | Weekdays | Spots/Week | 5-6A <u>Rate</u> | | :30 | | NM | 15 | \$5,250.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | i | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | l | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| 13 WISN 10/02 | | | 6р | 6-630pm | | :30 | | NM | 14 | \$16 000 00 |
| <u>Start Date</u> Week: 10/01/12 | | <u>Weekdays</u> | Spots/Week | Rate | | | | 14141 | 1 11-7 | \$16,800.00 |
| Week: 10/08/12 | 10/07/12 10/14/12 | -TWTF | 2 | \$1,200.00 | | | | ľ | | |
| Week: 10/15/12 | 10/14/12 | -TWTF -TWTF | 3 3 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,200.00 \$1,200.00 | | | | | | |
| 14 WISN 10/02 | | | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02 | | | ent Tonight | 630p-7pm | | :30 | | NM | 11 | FO 050 00 |
| Start Date Week: 10/01/12 | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | MIN | 11 | \$9,350.00 |
| _ | 10/07/12 ate Range | -TWTF | 2 | \$850.00 | | | | | | |
| 1 WISN 10 | | Descriptio | <u>n</u> nent Tonight | Start/End Time | | | <u>Rate</u> | Type | | |
| See MG 2 | | riz Lineitalini | nent ronignt | 630p-7pm | -TuW | rhF :30 | \$850.00 | NM | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02/ | /12 11/02/1 | 2 Good Morn | ing America | 7-9a | | :30 | | 313.4 | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 21 | \$21,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF -TWTF | 5 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02/ | | | | \$1,000.00 | | | | | | |
| Start Date | 12 11/02/1 End Date | 2 LIVE WITH Weekdays | | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | Spots/Week 2 | <u>Rate</u> \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | 1 | | |
| 18 WISN 10/26/ | 12 10/26/1 | 2 2020 | | Fri 9-10p | | :30 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .30 | | NM | 1 | \$3,000.00 |
| | | | | <u></u> | | | | 1 | | |

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| | Contract / Revision 939457 / 6 | Alt Order # 06262067 |
|---------------------------------------|-----------------------------------|---|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser Democratic Senatoria | | Original Date / Revision 10/09/12 / 10/09/12 |

| | | | | | |
|---|--|-------------------------------|---------------------------|-------------|---------------|
| *Line Ch Start Date End Date Description | Stort/End Time | | ots/ | | |
| | Start/End Time | Days Length We | ek Rate | Type Spot | s Amount |
| Week: 10/22/12 10/28/121 1 | <u>Rate</u> \$3,000.00 | | | | |
| 19 WISN 10/08/12 11/05/12 Dancing | Prime Other | :30 | | NM | 5 \$25,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 | Rate | | | | 925,000.00 |
| Week: 10/15/12 10/14/12 1 1 | \$5,000.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$5,000.00 \$5,000.00 | | | 1 | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | 5 . | _ [| |
| 3 WISN 10/22/12-10/28/12 Dancing | Prime Other | Weekdays Length M: :30 | Rate | <u>Type</u> | |
| See MG 19.6 | · ···································· | .30 | \$ 5,000.00 | NM | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M :30 | \$5,000.00 | NM. | |
| MG for 19.3 10/22 Week: 10/29/12 | | | 45,000.00 | 14141 | |
| Mook 44/05/40 | \$5,000.00 | | | | |
| | \$5,000.00 | | | | |
| 20 WISN 10/22/12 10/29/12 Castle Start Date End Date Weekdays Spate Mileck | Mon 9-10p | :30 | | NM | 1 \$4,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | Rate | | | | Ψ1,000.00 |
| Spot Ch Date Range Description | \$4,000.00 Start/End Time | Manager 1 | | | |
| 1 WISN 10/22/12-10/28/12 Castle | Mon 9-10p | Weekdays Length | Rate | <u>Type</u> | |
| Credited | ты 3-тор | M :30 | \$4,000.00 | NM | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | | | _ |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | | NM | 5 \$3,000.00 |
| Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1 | \$600.00 | | | | |
| Mode 40/45/49 | \$600.00 | | | | |
| Wools 10/22/12 10/22/12 | \$600.00 | | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$600.00 | | | | |
| | \$600.00 | | | | |
| 22 WISN 10/13/12 10/13/12 College Football Game #2 Start Date End Date Weekdays Spots/Week | 230p-6p | :30 | | NM · | 1 \$6,500.00 |
| Week: 10/08/12 10/14/121- 1 | <u>Rate</u> \$6,500.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | D-4- | | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230p-6p | <u>Weekdays</u> <u>Length</u> | <u>Rate</u> \$6,500.00 | Type | |
| See MG 22.2 | ·F -F | Ju ,50 | 40,000.00 | NM | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | Sa :30 | \$6,500.00 | NM | |
| ₩ MG for 22.1 10/13 | | | | | |
| N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots Meek | 6-630pm | :30 | | NM 8 | 3 \$8,250.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1 | Rate | | | | \$ \$0,250.00 |
| Spot Ch Date Range Description | \$500.00 Start/End Time | M/malada | _ | | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | Start/End Time 6-630pm | Weekdays Length | Rate | <u>Type</u> | |
| See MG 23.6 | 0-030pm | Sa :30 | \$500.00 | NM | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 | \$1,350.00 | NIM | |
| ⊕ MG for 15.1,23.1 | • • • | | Ψ1,030.00 | NM | |
| Week: 10/08/12 10/14/121- 1 | \$500.00 | | | j | |
| | | | | ı | |

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10/09/12 / 10/09/12



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision 939457 / 6 | Alt Order # 06262067 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser | Or | iginal Date / Revision |

Democratic Senatorial Ca

| | | Condition of | | 10/03/12 | / 10 | 1100112 |
|--|---------------------------|-----------------|----------------------|-------------|------|--------------------|
| | | Spo | te/ | | | |
| *Line Ch Start Date End Date Description | Start/End Time | | | Type Spo | ots | Amount |
| Start Date End Date Weekdays Spots/We Spot Ch Date Range Description | | | | | | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| See MG 23.7,23.8,23.9,23.10 | 6-630pm | Sa :30 | \$500.00 | NM | | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 | 04 500 00 | | | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 7000p-17p | WThF :30 | \$1,500.00 | NM | | |
| 8 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 | \$1,500.00 | NM | | |
| ® MG for 25.2,2.4,27.1,27.2,2.3,23.2 | , , | | \$1,500.00 | IVIVI | | |
| 9 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 | \$1,500.00 | NM | | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | | | | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar MG for 25.2,2.4,27.1,27.2,2.3,23.2 | M-Su 6-1030PM | 5a :30 | \$900.00 | NM | | |
| Mook: 10/15/10 10/04/10 # | # #### | | | [| | |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | ĺ | | |
| Week: 10/29/12 11/04/121- | \$500.00 \$500.00 | | | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | | <u></u> | | | | |
| Start Date End Date Weekdays Spots/Wee | 456-6AM | :30 | | NM | 4 | \$800.00 |
| Week: 10/08/12 10/14/121- 1 | <u>Rate</u> \$200.00 | | | Ī | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | 1 | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 | | | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 | | | | | |
| N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | .00 | | | | |
| Start Date End Date Weekdays Spots/Wee | | :30 | | NM | 4 | \$2,800.00 |
| vveek: 10/01/12 10/07/121- 1 | \$700.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$700.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>R</u> ate | Type | | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Sa :30 | \$700.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/121- 1 | | | | | | |
| Wook: 10/22/12 | \$700.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$700.00 | | | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | \$700.00 | | | | | |
| C4 | 6-7a | :30 | | NM | 5 | \$3,000.00 |
| Week: 10/01/12 | <u>K Rate</u> \$600.00 | | | | | . = , |
| Week: 10/08/12 10/14/121- | \$600.00 \$600.00 | | | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | | | |
| N 27 WISN 10/20/12 11/03/12 SA 630-7p | 630p-7p | -30 | | | | |
| Start Date End Date Weekdays Spots/Weel | | :30 | | NM | 0 | \$0.00 |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | ľ | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | Type. | | |
| 1 WISN 10/15/12-10/21/12 SA 630-7p | 630p-7p | Sa :30 | \$ 500.00 | NM NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | I | | |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Туре</u> | | |
| 2 WISN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10 | 630p-7p | \$a :30 | \$500.00 | NM | | |
| | | | | | | |
| 28 WISN 10/13/12 10/27/12 Sat 630-7p | 630-7p | :30 | | NM | 2 | \$2,000.00 |
| | | | | | - | ₩ 2 1000,00 |

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| | Contract / Revision 939457 / 6 | Alt Order # 06262067 |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # |

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

| *Line Ch Start | Date End F |)ata Dacarinti | | 0 | _ | Spots/ | | | | |
|-------------------------------------|-------------------------|---------------------------|-----------------|---------------------------|---------------------------------------|-------------|------|-------|------|------------|
| Start Date | | Weekdays | | Start/End Time | Days | Length Week | Rate | TypeS | pots | Amount |
| Week: 10/08/12 | 10/14/12 | 1- | Spots/Week 1 | <u>Rate</u> \$1,000.00 | | | | T | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$1,000.00 | | | | | | |
| 29 WISN 10/06 | | 12 ABC Prime | College Footba | il 7-1030p | | :30 | | | _ | |
| Start Date | | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 3 | \$3,000.00 |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 | 1- | 1 | \$1,000.00 | | | | | | |
| Week: 10/06/12 Week: 10/15/12 | 10/14/12 10/21/12 | 2- | 0 | \$0.00 | | | | | | |
| 30 WISN 10/13 | | | 2 | \$1,000.00 | | | | | | |
| Start Date | 3/12 11/03/ End Date | 12 News Sat 3 Weekdays | | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Week: 10/08/12 | 10/14/12 | <u>1-</u> | Spots/Week 1 | <u>Rate</u> \$450.00 | | | | | | +1,000.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 | | | | | | |
| 31 WISN 10/07 | /12 11/04/ | 12 Late News | 10pm | 10p-1030p | · · · · · · · · · · · · · · · · · · · | :30 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | :30 | | NM | 5 | \$8,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 10/28/12 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14/ Start Date | | | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 | End Date 10/14/12 | Weekdays 1 | Spots/Week | Rate COEO OO | | | | | • | 40,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 \$950.00 | | | | ı | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14/ | 12 11/04/1 | 2 Su 458-6a | | 458-6AM | | -22 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 4 | \$800.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07/ | | | | 530-6p | | :30 | | NM | 5 | \$2,500.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | Weekdays | Spots/Week | Rate | | | | | J | Ψ2,500.00 |
| Week: 10/08/12 | 10/14/12 | 1 | , 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| 35 WISN 10/07/1 | 12 11/04/12 | 2 Sun GMA | | 6-7a | | 430 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | :30 | | NM | 5 | \$2,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 36 WISN 10/21/1 | | 1 | 11 | \$400.00 | | | | | | |
| 30 WISN 10/21/1 | 12 10/21/12 | ? Once | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| | | | | | | | | • | | ., |

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

| *Line Ch Start Date End Date Description | Start/End Time | Spo Days Length We | | TypeS | note | Amount |
|---|---------------------------|-----------------------|------------------------|-------------------|------|-------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 | | | | .,,,,, | pots | Amount |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | \$2,500.00 | | | | | |
| Start Date End Date Weekdays Spots/Week | 7-9am <u>Rate</u> | :30 | | NM | 5 | \$2,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | i | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | - 1 | | |
| Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 | \$400.00 | | | 1 | | |
| Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | |
| * | \$400.00 | | | | | |
| Start Date End Date Weekdays Spots/Week | tep930-1030am Rate | :30 | | NM | 2 | \$2,000.00 |
| Week: 10/08/12 10/14/121 1 | \$1,000.00 | | | | | |
| Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 | \$0.00 | | | | | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1 | \$0.00 | | | | | |
| | \$1,000.00 | | | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults Start Date End Date Weekdays Spots/Week | Tue 7-8p | :30 | | NM | 3 | \$12,500.00 |
| Week: 10/08/12 10/14/12 -1 1 | <u>Rate</u> \$5,000.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| 1 WISN 10/08/12-10/14/12 DanceResults See MG 39.3,39.4 | Tue 7-8p | -Tu :30 | \$5,000.00 | NM | | |
| 3 WISN 10/08/12-10/14/12 DWTS Results | Tu- 0.0 | | | | | |
| MG for 40.2,39.1 | Tue 8-9p | -Tu :30 | \$5,000.00 | NM | | |
| 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis | Tue 7-8p | -Tu :30 | \$2,500.00 | | | |
| (b) MG for 40.2,39.1 | • | | Ψ2,000.00 | NM | | |
| Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 -1 1 | \$0.00 | | | | | |
| 40. 141011 40.044 | \$5,000.00 | | | | | |
| Start Date Field Date 144 | Tue 8-9p | :30 | | NM | 1 | \$2,500.00 |
| Week: 10/01/12 10/07/12 -1 1 | <u>Rate</u> \$2,500.00 | | | | | , |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Typo | | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | -Tu: :30 | \$2,500.00 | <u>Type</u> NM | | |
| See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results | . | | ,, | | | |
| ® See MG 40.4 | Tue 8-9p | -Tu: :30 | \$ 2,500.00 | NM | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu: :30 | £2 £22 22 | | | |
| ® MG for 40.3 10/02 | . чот. ор | 1u50 | \$2,500.00 | NM | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | | | |
| Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd | Start/End Time | Weekdays Length | <u>Rate</u> | Type | | |
| See MG 39.3,39.4 | Tue 8-9p | -Tu: :30 | \$ 2,500.00 | NM | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | | | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | | NM | 2 | \$4,400.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | Туре | | |
| 1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4 | Tue 9-10p | -Tu:30 | \$ 2,200.00 | NM | | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 9-10p | Th :30 | 00.000 == | | | |
| ⊕ MG for 41.1 10/02 | 1110 9-10p | Th :30 | \$2,200.00 | NM | | |
| Week: 10/08/12 10/14/120 | \$0.00 | | | | | |
| | | | | 1 | | |

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10/09/12

/ 10/09/12



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| | L | 0.11 | | |
|--|------------------------------|--|------------|--------------|
| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Wee</u> Week: 10/15/12 10/21/12 -1 1 | | , and the second | Type Opols | Arriount |
| Spot Ch Date Range Description | \$2,200.00 Start/End Time | Modelne | | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | <u>Weekdays Length Rate</u> -Tu :30 \$2,200.00 | Type | |
| Credited | | .30 \$\pi_200.00 | NM | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1 | \$0.00 | | | |
| 42 WISN 10/16/12 10/30/12 HappyEnd | \$2,200.00 | | | |
| Start Date End Date Weekdays Spots/Wee | Tue 8-9p <u>k</u> Rate | :30 | NM 2 | \$6,000.00 |
| Week: 10/15/12 10/21/12 -1 1 | \$3,000.00 | | l | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 1 WISN 10/15/12-10/21/12 HappyEnd Credited | Tue 8-9p | -Tu :30 \$3,000.00 | NM | |
| Week: 10/22/12 10/28/12 -1 1 | \$3,000.00 | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game # | 2 230p-6p | :30 | NM 1 | 4- 4- |
| Start Date End Date Weekdays Spots/Wee | <u>k Rate</u> | .00 | NM 1 | \$7,000.00 |
| | \$7,000.00 | | | |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footl Start Date End Date Weekdays Spots/Wee | pal 7-1030p | :30 | NM 2 | \$2,600.00 |
| Week: 10/29/12 11/04/122- 2 | <u>K Rate</u> \$1,300.00 | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | :30 | | |
| Start Date End Date Weekdays Spots/Wee | <u>Rate</u> | .30 | NM 2 | \$450.00 |
| | \$225.00 | | | |
| 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Weel | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| Week: 10/22/12 10/28/12 1 1 | <u>Rate</u> \$350.00 | | | |
| 47 WISN 11/06/12 11/06/12 General Hospital | 2-3pm/1-2p | :30 | | |
| Start Date | <u>Rate</u> | .50 | NM 1 | \$350.00 |
| | \$350.00 | | | |
| Ct-+ D-1 | 10-1030p | :30 | NM 4 | \$6,400.00 |
| Week: 10/15/12 | <u>Rate</u> \$1,600.00 | | | , |
| Week: 10/22/12 10/28/12 1 1 | \$1,600.00 | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$1,600.00 | | | |
| | \$1,600.00 | | 1 | |
| 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week | 10-11am | :30 | NM 4 | \$2,000.00 |
| Week: 10/15/12 10/21/12 1 1 | <u>Rate</u> \$500.00 | | | |
| Week: 10/22/12 10/28/12 1 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/12 1 1 | \$500.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$500.00 | | | |
| 50 WISN 11/06/12 11/06/12 The View Start Date End Date Weekdays Spots/Week | 10-11am | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u> \$500.00 | | | |
| 51 WISN 10/15/12 11/05/12 ANDERSON COOPER | M-F 11A-12P | .20 | | |
| Start Date End Date Weekdays Spots/Week | | :30 | NM 4 | \$900.00 |
| Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 | \$225.00 | | | |
| Week: 10/22/12 10/28/12 1 1 | \$225.00 | | | |

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/09/12 / 10/09/12

| *Line Ch Start | | | ion | Start/End Time | Days | Spots/ Length Week | Rate | Type | Spots | Amount |
|-------------------------------------|------------------------|---------------------------------|------------------|---------------------------|------|-----------------------|------|--------|-------|------------------|
| Start Date Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 1 | Spots/Week | <u>Rate</u> | | | | | | Airiount |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | | | |
| 52 WISN 10/29 | | | <u> </u> | \$225.00 | | | | | | |
| Start Date | | /12 3-4p <u>Weekdays</u> | Spots/Week | 3-4p | | :30 | | NM | 2 | \$1,000.00 |
| Week: 10/29/12 | 11/04/12 | 1 | Spots/vveek 1 | <u>Rate</u> \$500.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 53 WISN 11/06 | 5/12 11/06 | /12 3-4p | | 3-4p | | :30 | | 313.4 | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 1 | \$500.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| 54 WISN 10/29 | | | | 4P-5P | | :30 | | MM | 2 | \$1,200.00 |
| <u>Start Date</u> Week: 10/29/12 | End Date 11/04/12 | Weekdays | Spots/Week | Rate | | | | | - Ma | \$1,200.00 |
| Week: 11/05/12 | 11/11/12 | 1 | 1 1 | \$600.00 | | | | 1 | | |
| 55 WISN 10/15 | | | | \$600.00 | | | | | | |
| Start Date | End Date | /12 News M-F <u>Weekdays</u> | sp Spots/Week | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u> </u> | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | /12 11/05/ | 12 News M-F | 5a | 5-6A | | :30 | ···· | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 4 | \$1,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | ı | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | 1 | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | l | | |
| 57 WISN 10/08 | | | • | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | | Ü | Ψ0,000.00 |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 | | | | | | |
| 58 WISN 10/15/ | | | · · | \$1,200.00 | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 6-7A | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u> </u> | <u>Rate</u> \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06/ | 12 11/06/1 | 2 News M-F | 6а | 6-7A | | :30 | | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .50 | | NM | 1 | \$1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 60 WISN 10/22/ | 12 11/05/1 | | | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| <u>Start Date</u> Week: 10/22/12 | End Date | Weekdays | Spots/Week | <u>Rate</u> | | - - | | 1 4141 | J | ⊅∠,⊃5U.UU |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 11/04/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 | | | | 1 | | |
| | | | 1 | \$850.00 | | | | | | |
| 61 WISN 10/08/ Start Date | 12 11/05/1 End Date | | | 7-9a | | :30 | | NM | 5 | \$5,000.00 |
| <u>Start Date</u> | Life Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | - | -,0.00 |

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specting.

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10/09/12 / 10/09/12



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

| *Line Ch Start | Date End D | ate Descriptio | on | Start/End Time | Days | Spots/ Length Week | Rate Tv | pe Spots | Amount |
|-------------------------------------|-------------------------|-----------------|-------------------------|---|------|-----------------------|---------|---------------------|--------------|
| Start Date Week: 10/08/12 | End Date | <u>Weekdays</u> | Spots/Week | | | | | 50 Орока | Arriount |
| Week: 10/06/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/22/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 \$1,000.00 | | | | | |
| 62 WISN 11/06 | i/12 11/06/ | 12 Good Morn | ing America | 7-9a | | | | _ | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | :30 | N | M 1 | \$1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | |
| 63 WISN 10/15 | | | KELLY! | 9-10am | | :30 | N | M 4 | £4 000 00 |
| Start Date Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | 14 | VI 4 | \$1,800.00 |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | 1 1 | 1 | \$450.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$450.00 | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$450.00 \$450.00 | | | | | |
| 64 WISN 10/06 | /12 10/06/1 | 2 PostBadge | · | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | PostBadger Rate | | :30 | N | M 1 | \$1,000.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$1,000.00 | | | | | |
| 65 WISN 10/06/ | /12 10/06/1 | 2 BIG 12 Bad | laerPost | 630-7p, 6-630p | | :30 | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .30 | N | VI 1 | \$1,500.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$1,500.00 | | | | | |
| 66 WISN 10/04/ | | | | Thu 7-8p | | :30 | NI | vi 1 | #2 000 no |
| Start Date Week: 10/01/12 | End Date 10/07/12 | Weekdays | Spots/Week | <u>Rate</u> | | | 141 | " ' | \$3,000.00 |
| 67 WISN 10/04/ | | | 1 | \$3,000.00 | | | | | |
| Start Date | 12 10/05/1 End Date | | - | 5-6A | | :30 | N! | И 1 | \$350.00 |
| Week: 10/01/12 | 10/07/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$350.00 | | | | | 4000.00 |
| 68 WISN 10/06/ | | ··· | ı . | | | | | _ | |
| Start Date | End Date | Weekdays | Spots/Week | 456-6AM | | :30 | N | 4 1 | \$250.00 |
| Week: 10/01/12 | 10/07/12 | S- | <u>орокя/учеек</u> 1 | <u>Rate</u> \$250.00 | | | | | |
| 69 WISN 10/07/ | 12 10/07/1 | 2 Su 458-6a | | 458-6AM | | :30 | | | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .30 | N | 1 | \$200.00 |
| Week: 10/01/12 | 10/07/12 | S | 1 | \$200.00 | | | | | |
| 70 WISN 10/04/ | | | | M-F 2-3P | | :30 | NI | 1 2 | \$800.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | Weekdays | Spots/Week | Rate | | | • 11 | ' | \$000.00 |
| | | | 2 | \$400.00 | | | | | |
| 71 WISN 10/04/ Start Date | 12 10/05/12 End Date | • | Cmal=001 | 11p-1130p | | :30 | NN | 1 | \$1,500.00 |
| Week: 10/01/12 | 10/07/12 | Weekdays | Spots/Week 1 | <u>Rate</u> \$1,500.00 | | | | | , |
| 72 WISN 10/06/ | | | | | | | | _ | |
| Start Date | End Date | Weekdays | Spots/Week | INSIDE HUD 1035 _I <u>Rate</u> | | :30 | NIV | 1 1 | \$250.00 |
| Week: 10/01/12 | 10/07/12 | S- | 1 | \$250.00 | | | | | |
| | | | | | | | | | |
| | | | | | | Totals | | 354 | \$321,300.00 |

| Time Period | # of Spots | Gross Amount | Net Amount | | |
|--------------------|------------|--------------|--------------|--|--|
| 10/01/12 -10/28/12 | 254 | \$232,100.00 | \$197,285.00 | | |
| 10/29/12 -11/06/12 | 100 | \$89,200.00 | \$75,820.00 | | |
| Totals | 354 | \$321,300.00 | \$273,105,00 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

(LINE TRAINSACTIONS, IN = New, C = Edited, D = Deleted)

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| | Contract / Rev | ision | Alt Order # |
|-----------------------------------|----------------|-------|--|
| | 939457 | 6 | 06262067 |
| Contract Dates | Product | | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | | 1533 |
| Advertiser Democratic Senatorial | Са | | ginal Date / Revision 10/09/12 / 10/09/12 |

| Signature: | Date: | |
|------------|-------|--|
|------------|-------|--|

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Print Date 10/10/12

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 939457 06262067 1 <u>Product</u> DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Original Date / Revision <u>Advertiser</u> **Democratic Senatorial Campaign Committee** 10/10/12 / 10/10/12 Billing Cycle Billing Calendar Cash/Trade

EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 49 Agency Ref Advertiser Ref

| | | Spots/ | | | |
|---|----------------|------------------------------------|-------------|-------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type | Spots | Amount |
| 1 WISN 10/02/12 11/02/12 General Hospital | 2-3pm/1-2p | :30 | NM | 10 | \$3,500.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | • |
| Week: 10/01/12 | \$350.00 | | | | |
| Week: 10/08/12 | \$350.00 | | l | | |
| Week: 10/15/12 | \$350.00 | | | | |
| Week: 10/22/12 10/28/12 -TwTF 2 | \$350.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$350.00 | | | | |
| 2 WISN 10/02/12 11/02/12 Late News 10PM | 10-1030p | :30 | NM | 13 | \$20,800.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 10/01/12 | \$1,600.00 | | - 1 | | |
| Week: 10/08/12 | \$1,600.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 3 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuWThF :30 \$1,600.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | | | |
| 4 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuwThF :30 \$ 1,600.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 4 | \$1,600.00 | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,600.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$1,600.00 | | | | |
| N 3 WISN 10/02/12 11/02/12 The View | 10-11am | :30 | NM | 12 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | 1 | | |
| Week: 10/01/12 | \$500.00 | | | | |
| Week: 10/08/12 10/14/12 -TWTF 2 | \$500.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 3 WISN 10/08/12-10/14/12 The View | 10-11am | -TuwThF :30 \$500.00 | NM | | |
| See MG 11.15,11.16,11.17 | | | | | |
| 4 WISN 10/08/12-10/14/12 The View | 10-11am | -TuWThF :30 \$500:00 | NM | | |
| See MG 11.15,11.16,11.17 | 0200.00 | | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$500.00 | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$500.00 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$500.00 | | | | |
| 4 WISN 10/02/12 11/02/12 Late News 1030PM | 1030p-11p | :30 | NM | 5 | \$4,750.00 |

CONTRACT

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | | | | | Spots/ | | | | |
|-------------------------------------|-------------------------|--------------------------|-----------------|-------------------------|------|-------------|------|--------|------------|-------------|
| | Date End D | ate Description | on | Start/End Time | Days | Length Week | Rate | Type S | Spots | Amount |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF -TWTF | 1 | \$950.00 \$950.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 1 | \$950.00 \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| 5 WISN 10/02 | /12 11/02/ | 12 Nightline | - | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 14141 | Ŭ | ΨΟ,ΟΟΟ.ΟΟ |
| Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$750.00 | | | | ļ | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | | | |
| 6 WISN 10/02 | | | N COOPER | M-F 11A-12P | | :30 | | MM | 14 | \$3,150.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$225.00 | | | | | | |
| Week: 10/08/12 | 10/11/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09/ | /12 11/02/ ⁻ | 12 THE CHEW | V | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .00 | | 74141 | ŭ | Ψ2,400.00 |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02/ | | | | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | <u>Rate</u> \$400.00 | | | | ŀ | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | l | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/ | /12 11/02/ | 12 3-4p | | 3-4p | | :30 | | | 40 | 05.000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 10 | \$5,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02/ | | | | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/07/12 | -TWTF -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 2 2 | \$600.00 \$600.00 | | | | | | |
| Week: 10/10/12 Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | ŀ | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| N 11 WISN 10/02/ | | ··· | | | | 120 | | | <i>,</i> – | |
| Start Date | End Date | Weekdays | Spots/Week | 5-530pm <u>Rate</u> | | :30 | | NM | 15 | \$16,200.00 |
| | | | | , tate | | | | - 1 | | |

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Contract / Revision Alt Order# 939457 / 7 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | | Spo | ts/ | | | |
|--|--------------------|-------------------------|-----------------------------|---------------------------------------|-------------|-----|-------------|
| *Line Ch Start Date End Date Descri | ption | Start/End Time | Days Length Wee | | Type Spo | ots | Amount |
| Start Date End Date Weekdays | | <u>Rate</u> | | | | | |
| Week: 10/01/12 10/07/12 -TWTF | 2 | \$1,000.00 | | | | | |
| Week: 10/08/12 10/14/12 -TWTF | 3 | \$1,000.00 | | . | | | |
| Spot Ch Date Range Descri | | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| 3 WISN 10/08/12-10/14/12 News | и- <i>F- 5</i> р | 5-530pm | -тиwтhF :30 | \$ 1,000.00 | NM | | |
| See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 News | M = 50 | 5-530pm | -TuWThF :30 | \$ 1,000.00 | NM | | |
| See MG 11.15,11.16,11.17 | vi-i- 5p | 5-530pm | -Tuwinr ,50 | \$-1,000.00 | 14141 | | |
| 15 WISN 10/11/12-10/11/12 World | News Tonight | M-Su 530-6p | Th:30 | \$3,000.00 | NM | | |
| MG for 13.5,11.3,11.4,3.4,3.3 16 WISN 10/13/12-10/13/12 College | e Football Game #1 | 11a-230 | Sa :30 | \$700.00 | NM | | |
| ® MG for 13.5,11.3,11.4,3.4,3.3 | | | - 100 | 4.00.00 | | | |
| 17 WISN 10/12/12-10/12/12 Jimmy | Kimmel | 1130-1230a | F :30 | \$500.00 | NM · | | |
| → MG for 13.5,11.3,11.4,3.4,3.3 | | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF | 3 | \$1,000.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF | 3 | \$1,000.00 | | | | | |
| Week: 10/29/12 11/04/12 -TWTF | 3 | \$1,000.00 | | | <u> </u> | | |
| 12 WISN 10/02/12 11/02/12 News N | 1-F 5a | 5-6A | :30 | | NM | 15 | \$5,250.00 |
| Start Date End Date Weekdays | | <u>Rate</u> | | | j | | |
| Week: 10/01/12 10/07/12 -TWTF | 2 | \$350.00 | | | | | |
| Week: 10/08/12 10/14/12 -TWTF | 3 | \$350.00 | | | 1 | | |
| Week: 10/15/12 10/21/12 -TWTF | 3 | \$350.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF | 3 | \$350.00 | | | | | |
| Week: 10/29/12 11/04/12 -TWTF | 4 | \$350.00 | | | | | |
| N 13 WISN 10/02/12 11/02/12 News N | | 6-630pm | :30 | | NM | 13 | \$15,600.00 |
| Start Date End Date Weekdays | | Rate | | | | | |
| Week: 10/01/12 | 2 | \$1,200.00 | | | | | |
| Week: 10/08/12 10/14/12 -TWTF | 3 | \$1,200.00 | Managadassa I amada | Data | Time | | |
| <u>Spot Ch</u> <u>Date Range</u> <u>Descri</u> 5 WISN 10/08/12-10/14/12 News | | Start/End Time | Weekdays Length -TuWThF :30 | <u>Rate</u> \$ 1,200.00 | Type NM | | |
| See MG 11.15,11.16,11.17 | и-г ор | 6-630pm | -TuWThF :30 | ⊕1,∠∪∪.∪∪ | 14141 | | |
| Week: 10/15/12 10/21/12 -TWTF | 3 | \$1,200.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF | 3 | \$1,200.00 | | | | | |
| Week: 10/29/12 11/04/12 -TWTF | 3 | \$1,200.00 | | | l | | |
| 14 WISN 10/02/12 11/02/12 News N | | 6-7A | :30 | | NM | 15 | \$15,000.00 |
| Start Date End Date Weekdays | | Rate | | | | . • | 4.0,000.00 |
| Week: 10/01/12 10/07/12 -TWTF | 2 | \$1,000.00 | | | i | | |
| Week: 10/08/12 10/14/12 -TWTF | 3 | \$1,000.00 | | | | | |
| Week: 10/15/12 10/21/12 -TWTF | 3 | \$1,000.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF | 3 | \$1,000.00 | | | | | |
| Week: 10/29/12 11/04/12 -TWTF | 4 | \$1,000.00 | | | | | |
| | inment Tonight | 630p-7pm | :30 | | NM | 11 | \$9,350.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Week: 10/01/12 10/07/12 -TwTF | Spots/Week 2 | <u>Rate</u> \$850.00 | | | 1 | | |
| Spot Ch Date Range Descri | otion | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 1 WISN 10/01/12-10/07/12 Enterta | ninment Tonight | 630p-7pm | -TuWThF :30 | \$850.00 | NM | | |
| See MG 23.6 | | | | | | | |
| Week: 10/08/12 | 2 | \$850.00 | | | l | | |
| Week: 10/15/12 10/21/12 -TWTF | 3 | \$850.00 | | | j | | |
| Week: 10/22/12 10/28/12 -TWTF | 2 | \$850.00 | | | | | |

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Alt Order# Contract / Revision 939457 06262067 1 7 <u>Product</u> Estimate #

Contract Dates DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision <u>Advertiser</u> 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

| | | | | | | Spot | s/ | | | |
|-----------------------|-------------------------|-----------------|----------------|----------------|--------------|------------------|---------------------------|-------------------|------|-------------|
| *Line Ch Start | Date End D | ate Description | n | Start/End Time | Days | Length Wee | k Rate | Type S | pots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02 | /12 11/02/ | 12 Good Morn | ing America | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | /12 11/02/ | 12 LIVE WITH | KELLY! | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26 | | 12 2020 | | Fri 9-10p | | :30 | | NM | 1 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| 19 WISN 10/08 | /12 11/05/ ⁻ | 12 Dancing | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$5,000.00 | مادياه ماداه | ua lanath | Data | Tunn | | |
| | ate Range | Descriptio | <u>11</u> | Start/End Time | Weekda M | | <u>Rate</u> \$5,000.00 | <u>Type</u> NM | | |
| 3 WISN 10 See MG 1 | | 1/12 Dancing | | Prime Other | 4 | .30 | \$0,000.00 | 10/0/ | | |
| | | /12 Dancing | | Mon 7-8p | M | :30 | \$5,000.00 | NM | | |
| ⊕ MG for 19. | | VIZ Danoing | | WON 7 OP | 1-1 | .00 | 40,000.00 | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$5,000.00 | | | | 1 | | |
| 20 WISN 10/22 | | 12 Castle | | Mon 9-10p | | :30 | | NM | 1 | \$4,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | ' | φ4,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$4,000.00 | | | | | | |
| | ate Range | Descriptio | n | Start/End Time | Weekda | ys <u>Length</u> | Rate | Type | | |
| 1 WISN 10 | | V12 Castle | _ | Mon 9-10p | M | :30 | \$4,000.00 | NM | | |
| Credited | | | | · | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$4,000.00 | | | | l | | |
| 21 WISN 10/06 | /12 11/03/ | 12 Late News | Sa 10pm | 10-1035p | | :30 | | MM | 5 | \$3,000.00 |
| | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 - | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | ., | | | | | |
| 22 WISN 10/13 | /12 10/13/ | | otball Game #2 | 230p-6p | | :30 | | NM | 1 | \$6,500.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$6,500.00 | | | | ŀ | | |
| | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 7 06262067

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | Spots/ | | |
|--|---------------------------|--|-------------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | Managed Langth Date | 7 | |
| Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 College Football Game #2 | Start/End Time 230p-6p | <u>Weekdays Length Rate</u> 5a :30 \$6,500.00 | <u>Түре</u> NM | |
| See MG 22.2 | 230p-op | 3a50 \$0,000.00 | IVIVI | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | sa :30 \$6,500.00 | NM | |
| → MG for 22.1 10/13 | | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 8 | \$8,250.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u> \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | 6-630pm | Sa :30 \$500.00 | NM | |
| See MG 23.6 | | | | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 \$1,350.00 | NM | |
| (h) MG for 15.1,23.1 Week: 10/08/12 10/14/121- 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Sa :30 \$500.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 | , | | | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2WISN 10/10/12-10/12/12 Late News 1030PM | 1020- 11- | 1.Th | | |
| (h) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 1030p-11p | wThF :30 \$1,500.00 | NM | |
| 9 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| (f) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | , , | | | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar | M-Su 6-1030PM | Sa :30 \$900.00 | NM | |
| ⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | | |
| Week: 10/15/12 | \$500.00 | | 1 | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | AINT 4 | 600000 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 4 | \$800.00 |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 4 | \$2,800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u> \$700.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$700.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Sa :30 \$700.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 | | | | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$700.00 | | 1 | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$700.00 \$700.00 | | | |
| | | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week | 6-7a Rate | :30 | NM 5 | \$3,000.00 |
| Week: 10/01/12 10/07/121- 1 | \$600.00 | | - | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |

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Contract / Revision Alt Order # 939457 / 7 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 **Democratic Senatorial Ca**

| | | Spots/ | | |
|---|--------------------------|-------------------------|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1 | Rate | | | |
| Week: 10/22/12 10/26/121- 1 | \$600.00 \$600.00 | | ŀ | |
| 27 WISN 10/20/12 11/03/12 SA 630-7p | 630p-7p | :30 | NINS O | 40.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 0 | \$0.00 |
| Week: 10/15/12 10/21/121 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/15/12-10/21/12 SA 630-7p | 630p-7p | Sa :30 \$500.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 \$500.00 | | İ | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 2 WISN 10/29/12-11/04/12 SA 630-7p | 630p-7p | Sa :30 \$500:00 | NM | |
| See MG 23.7,23.8,23.9,23.10 | | | | |
| 28 WISN 10/13/12 10/27/12 Sat 630-7p | 630-7p | :30 | NM 2 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/12 0 | \$1,000.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$0.00 \$1,000.00 | | | |
| 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal | | :30 | NIAA 2 | #2 ppp pp |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 3 | \$3,000.00 |
| Week: 10/01/12 10/07/121- 1 | \$1,000.00 | | | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | |
| Week: 10/15/12 10/21/122- 2 | \$1,000.00 | | | |
| 30 WISN 10/13/12 11/03/12 News Sat 7-9a | 7-9am | :30 | NM 4 | \$1,800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1 | <u>Rate</u> \$450.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$450.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$450.00 | | 1 | |
| Week: 10/29/12 11/04/121- 1 | \$450.00 | | | |
| 31 WISN 10/07/12 11/04/12 Late News 10pm | 10p-1030p | :30 | NM 5 | \$8,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1 | \$1,600.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$1,600.00 \$1,600.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$1,600.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$1,600.00 | | | |
| 32 WISN 10/14/12 11/04/12 Late News SU 1030PM | 1030p-11p | :30 | NM 4 | \$3,800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | 00,000.00 |
| Week: 10/08/12 10/14/121 1 | \$950.00 | | | |
| Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 | \$950.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$950.00 \$950.00 | | | |
| 33 WISN 10/14/12 11/04/12 Su 458-6a | 458-6AM | •30 | N/A | 0000.55 |
| Start Date End Date Weekdays Spots/Week | 458-6AIVI Rate | :30 | NM 4 | \$800.00 |
| Week: 10/08/12 10/14/121 1 | \$200.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$200.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$200.00 | | | |
| Week: 10/29/12 11/04/121 1 | \$200.00 | | ĺ | |

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 **Democratic Senatorial Ca**

| | | | | | | Spot | ts/ | | | |
|------------------|-------------|---------------------|-----------------|---------------------------|---------------|------------|--------------------|-------------|-------|-------------|
| *Line Ch Start D | Date End Da | ate Descriptio | n | Start/End Time | Days | Length Wee | | Type S | Spots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | · |
| 34 WISN 10/07/1 | 12 11/04/1 | 2 News Sun 5 | 530pm | 530-6p | | :30 | | NM | 5 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| 35 WISN 10/07/1 | 12 11/04/1 | 2 Sun GMA | | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | - 1 | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 36 WISN 10/21/1 | | | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$2,500.00 | ····· | | | | | |
| 37 WISN 10/07/1 | | + + | ** | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | ĺ | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 38 WISN 10/14/1 | | | With George Ste | • | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | l l | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 39 WISN 10/09/1 | | | | Tue 7-8p | | :30 | | NM | 3 | \$12,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | -1 | . 1 | \$5,000.00 | | | . . | | | |
| | e Range | <u>Description</u> | - | Start/End Time | <u>Weekda</u> | | Rate | <u>Type</u> | | |
| 1 WISN 10/0 | | '12 DanceRes | uits | Tue 7-8p | -Tu | :30 | \$5,000.00 | NM | | |
| See MG 39. | • | 12 DWTS Res | nulko. | Tuo 9 On | -Tu | .20 | ee 000 00 | | | |
| ⊕ MG for 40.2 | | 12 DWISKES | suits | Tue 8-9p | u | :30 | \$5,000.00 | NM | | |
| | | 12 DWTS- Ju | daes Analysis | Tue 7-8p | -Tu | :30 | \$2,500.00 | NM | | |
| (f) MG for 40.2 | | , | ages Allalysis | rue r-op | -1u | 30 | 9 4, 000.00 | IVIVI | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | • |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$5,000.00 | | | | | | |
| 40 WISN 10/02/1 | | | | | | .20 | ··· | | | 00 500 |
| Start Date | End Date | 2 HappyEnd Weekdays | Spots/Week | Tue 8-9p | | :30 | | NM | 1 | \$2,500.00 |
| Week: 10/01/12 | 10/07/12 | -1 | 1 | <u>Rate</u> \$2,500.00 | | | | | | |
| | | _ | • | 42,000.00 | | | | 1 | | |

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Contract / Revision Alt Order # 939457 06262067 Contract Dates **Product** Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

Spots/

| | | Spot | s/ | | |
|--|------------------------------|-----------------|---|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Wee | k Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | -Tu: :30 | \$ 2,500.00 | NM | |
| See MG 40.3 | | | | | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 | \$ 2,500.00 | NM | |
| ⊕ See MG 40.4 | | | | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu: :30 | \$2,500.00 | NM | |
| ⊕ MG for 40.3 10/02 | | | | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | _ | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | |
| 2 WISN 10/08/12-10/14/12 HappyEnd | Tue 8-9p | -Tu: :30 | \$ 2,5 00.00 | NM | |
| See MG 39.3,39.4 | | | | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | | NM 2 | \$4,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | i i | |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | _ | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 PrivatePractice | Tue 9-10p | -Tu :30 | \$2,200.00 | NM | |
| See MG 41.4 | Th. 0.40- | ml .00 | 00 000 00 | | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 9-10p | Th :30 | \$2,200.00 | NM | |
| MG for 41.1 10/02 Week: 10/08/12 | ¢0.00 | | | | |
| Week: 10/15/12 10/14/12 -1 1 | \$0.00 | | | | |
| | \$2,200.00 Stock/End Time | Mankdaya Lanath | Doto | Time | |
| Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice | Start/End Time | Weekdays Length | Rate | <u>Type</u> | |
| Credited | Tue 9-10p | -Tu: :30 | \$ 2,200.00 | NM | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$2,200.00 | | | l | |
| | | | | | |
| 42 WISN 10/16/12 10/30/12 HappyEnd | Tue 8-9p | :30 | | NM 2 | \$6,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week; 10/15/12 10/21/12 -1 1 | <u>Rate</u> \$3,000.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Type | |
| 1 WISN 10/15/12-10/21/12 HappyEnd | Tue 8-9p | -Tu :30 | \$3,000.00 | NM | |
| Credited | 10c 0-3p | -1u ,50 | \$0,000.00 | 14141 | |
| Week: 10/22/12 10/28/12 -1 1 | \$3,000.00 | | | ŀ | |
| Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 | 230p-6p | .20 | • | NIM 4 | #7.000.00 |
| Start Date End Date Weekdays Spots/Week | 23υμ-ομ Rate | :30 | | NM 1 | \$7,000.00 |
| Week: 10/22/12 10/28/121- 1 | \$7,000.00 | | | | |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal | | -20 | | NIA O | 00 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | | NM 2 | \$2,600.00 |
| Week: 10/29/12 11/04/122- 2 | \$1,300.00 | | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | .00 | | 104 | |
| Start Date End Date Weekdays Spots/Week | 9-930A Rate | :30 | | NM 2 | \$450.00 |
| Week: 10/22/12 10/28/12 2 2 | \$225.00 | | | | |
| 46 WISN 10/22/12 10/22/12 General Hospital | | -20 | | NIN A | 00 |
| Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p Rate | :30 | | NM 1 | \$350.00 |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | | |
| | | -20 | | | 0 |
| 47 WISN 11/06/12 11/06/12 General Hospital Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p Rate | :30 | | NM 1 | \$350.00 |
| Week: 11/05/12 11/11/12 -1 1 | \$350.00 | | | | |
| • | 4000.00 | | | 1 | |

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 7 06262067

Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| | | | | | Spots/ | | | |
|----------------------------------|----------------------|-----------------------|-------------------------|----------------------------|------------------|---------|----------|------------|
| *Line Ch Start | Date End D | ate Description | on | Start/End Time | Days Length Week | Rate Ty | pe Spots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | |
| 48 WISN 10/15 | | 12 Late News | | 10-1030p | :30 | N | M 4 | \$6,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$1,600.00 \$1,600.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | 1 | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,600.00 | | | - 1 | |
| 49 WISN 10/15 | | 12 The View | | 10-11am | :30 | N | M 4 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .50 | '' | W 4 | \$2,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | |
| 50 WISN 11/06 | | | | 10-11am | :30 | N | M 1 | \$500.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -1 | Spots/Week | <u>Rate</u> \$500.00 | | | | |
| | | _ | \\\ | | | | | |
| 51 WISN 10/15 Start Date | End Date | Weekdays | ON COOPER Spots/Week | M-F 11A-12P <u>Rate</u> | :30 | N | M 4 | \$900.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$225.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | |
| 52 WISN 10/29 | /12 11/05/ | 12 3-4p | | 3-4p | :30 | N | M 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | l | \$500.00 | | | | |
| 53 WISN 11/06 Start Date | | | Spots/Week | 3-4p | :30 | N | M 1 | \$500.00 |
| Week: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -1 | <u> </u> | <u>Rate</u> \$500.00 | | | | |
| 54 WISN 10/29 | /12 11/05/ | 12 DR. OZ | | 4P-5P | :30 | N. | IM 2 | \$1,200.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .00 | | 2 | \$1,200.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$600.00 | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | |
| 55 WISN 10/15 | | 12 News M-F | • | 5-530pm | :30 | N | IM 4 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$1,000.00 \$1,000.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | |
| 56 WISN 10/15 | | 12 News M-F | 5a | 5-6A | :30 | | | \$1,400.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .50 | , | - | φ1,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | |
| Week: 11/05/12 | 11/11/12 | | 1 | \$350.00 | | | | |
| 57 WISN 10/08 | | | - 1- | 6-630pm | :30 | 1 | IM 5 | \$6,000.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> 1 | Spots/Week | <u>Rate</u> | | | | |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$1,200.00 \$1,200.00 | | | | |
| TTOOK TOTTOTIE | 10.21112 | <u></u> | • | Ψ1,200.00 | | | 1 | |

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/10/12 / 10/10/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|---|---|---------------------------------|-------------|------------|
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | Rate \$1,200.00 \$1,200.00 \$1,200.00 | | | |
| 58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 6-7A <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 | :30 | NM 4 | \$4,000.00 |
| 59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | 6-7A <u>Rate</u> \$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00 | :30 | NM 3 | \$2,550.00 |
| 61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 | :30 | NM 5 | \$5,000.00 |
| 62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | 7-9a <u>Rate</u> \$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00 \$450.00 | :30 | NM 4 | \$1,800.00 |
| 64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | PostBadger <u>Rate</u> \$1,000.00 | :30 | NM 1 | \$1,000.00 |
| 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date | 630-7p, 6-630p <u>Rate</u> \$1,500.00 | :30 | NM 1 | \$1,500.00 |
| 66 WISN 10/04/12 10/04/12 LastResort <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12T 1 | Thu 7-8p <u>Rate</u> \$3,000.00 | :30 | NM 1 | \$3,000.00 |
| 67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 5-6A <u>Rate</u> \$350.00 | :30 | NM 1 | \$350.00 |
| 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | 456-6AM <u>Rate</u> \$250.00 | :30 | NM 1 | \$250.00 |

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/ 10/10/12



| | Contract / Revision 939457 / 7 | Alt Order # 06262067 | |
|---------------------|-----------------------------------|-------------------------|---|
| Contract Dates | Product | Estimate # | |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 | |
| Advertiser | Oı | iginal Date / Revision | = |

| *Line Ch Start Date End Date Description | Start/End Time Day | Spots/ s Length Week | Rate Type | Spots | Amount |
|--|---|-------------------------|-----------|-------|------------|
| Start Date End Date Weekdays Spots/Week | Rate | | | · | |
| 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125 1 | 458-6AM <u>Rate</u> \$200.00 | :30 | NM | 1 | \$200.00 |
| 70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2 | M-F 2-3P <u>Rate</u> \$400.00 | :30 | NM | 2 | \$800.00 |
| 71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 11p-1130p <u>Rate</u> \$1,500.00 | :30 | NM | 1 | \$1,500.00 |
| 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE <u>Start Date</u> | INSIDE HUD 1035 <u>Rate</u> \$250.00 | :30 | NM | 1 | \$250.00 |

Democratic Senatorial Ca

Totals 352 \$321,300.00

10/10/12

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 252 | \$232,100.00 | \$197,285.00 |
| 10/29/12 -11/06/12 | 100 | \$89,200.00 | \$75,820.00 |
| Totals | 352 | \$321,300.00 | \$273,105,00 |

| Signature: | Date: | |
|------------|-------|--|
| | | |

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station falls to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcasts hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

| (b) The Station shall exercise normal precautions in handling | of property and mail, but assumes no liability for loss or damage to program or commercial |
|--|--|
| materials and other property furnished by the Agency in connection with broadcasts hereunder | er. The Station will not accept or process mail, correspondence, or telephone calls in |
| connection with broadcasts except after its prior approval. | provide the second of the seco |

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

(For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.)

\$4,750,00

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/12/12 / 10/12/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 Agency Ref Advertiser Ref

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM 10 \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 \$350.00 10/07/12 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$1,600.00 Week: 10/08/12 10/14/12 -TWTF--\$1,600.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF--:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 10/21/12 Week: 10/15/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 12 \$6,000.00 Weekdays Spots/Week Start Date End Date Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTE--\$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length <u>Type</u> Rate 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF-:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

\$16,200.00



Week: 10/29/12

11 WISN 10/02/12

Start Date

11/04/12

End Date

11/02/12

-TWTF--

Weekdays

News M-F 5p

2

Spots/Week

Contract / Revision Alt Order# 939457 06262067 8 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 Democratic Senatorial Ca / 10/12/12

| *!: Oh O! | D-4- E- 4 D | 5 | | a | _ | Spots/ | | | | |
|----------------------------------|----------------------|---|-----------------|-------------------------|-------|-------------|--|-------|-------|------------|
| | | ate Descriptio | | Start/End Time | Days | Length Week | Rate | TypeS | Spots | Amount |
| Start Date Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 1 | <u>Rate</u> \$950.00 | | | | | | |
| Week: 10/08/12 | 10/11/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | i | \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | | |
| 5 WISN 10/02 | | 12 Nightline | | 11p-1130p | | :30 | | NM | 8 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | 1 | | , |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 10/14/12 | -TWTF | 1 | \$750.00 | | | | | | |
| Week: 10/05/12 | 10/14/12 | -TWTF -TWTF | 1 | \$750.00 | | | | İ | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | -TWTF | 2 2 | \$750.00 \$750.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$750.00 | | | | l | | |
| 6 WISN 10/02 | | | | M-F 11A-12P | | :30 | | NIA A | | 00 4 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | NM | 14 | \$3,150.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$225.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$225.00 | | | | l | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | | |
| 7 WISN 10/09 | | · - · · · · · · · · · · · · · · · · · · | | 12P-1P | | :30 | | NM | 8 | \$2,400.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/05/12 | 10/14/12 | -TWTF -TWTF | 2 2 | \$300.00 | | | | | | |
| Week: 10/12/12 | 10/21/12 | -TWTF | 2 | \$300.00 \$300.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02 | | | | M-F 2-3P | | -20 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 10 | \$4,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | - TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/ | | 2 3-4p | | 3-4p | | :30 | ······································ | NM | 10 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 40,000.00 |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/05/12 | 10/14/12 10/21/12 | -TWTF -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 2 | \$500.00 | | | | | | |
| 10 WISN 10/02/ | | | | \$500.00 | ***** | | ···· | | | |
| Start Date | End Date | 2 DR. OZ <u>Weekdays</u> | Spots/Week | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | <u> </u> | <u>Rate</u> \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | | | |

\$600.00

Rate

5-530pm

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



 Contract / Revision
 Alt Order #

 939457 / 8
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/12/12 / 10/12/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount End Date Spots/Week Start Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,000.00 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Type Rate 3 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm -TuWThF----:30 \$1,000.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 News M-F 5p 5-530pm -TuWThF----:30 \$1,000.00 NM See MG 11.15,11.16,11.17 15 WISN 10/11/12-10/11/12 World News Tonight M-Su 530-6p ----Th-----:30 \$3,000.00 NM MG for 13.5,11.3,11.4,3.4,3.3 16 WISN 10/13/12-10/13/12 College Football Game #1 11a-230 -----Sa--:30 \$700.00 NM MG for 13.5,11.3,11.4,3.4,3.3 17 WISN 10/12/12-10/12/12 Jimmy Kimmel 1130-1230a -----F----:30 \$500.00 NM MG for 13.5,11.3,11.4,3.4,3.3 Week: 10/15/12 10/21/12 3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--3 \$1,000.00 WISN 10/02/12 11/02/12 News M-F 5a 5-6A :30 NM 15 \$5,250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--3 \$350.00 Week: 10/15/12 10/21/12 -TWTF--3 \$350.00 Week: 10/22/12 10/28/12 -TWTF--3 \$350.00 Week: 10/29/12 11/04/12 -TWTF--\$350.00 13 WISN 10/02/12 11/02/12 News M-F 6p 6-630pm :30 NM 13 \$15,600,00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--\$1,200.00 2 Week: 10/08/12 10/14/12 -TWTF--3 \$1,200.00 Spot Ch Date Range <u>Description</u> Start/End Time Weekdays Length Rate Түре 5 WISN 10/08/12-10/14/12 News M-F 6p 6-630pm -TuWThF----:30 \$1,200,00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$1,200.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,200.00 Week: 10/29/12 11/04/12 -TWTF--3 \$1,200.00 14 WISN 10/02/12 11/02/12 News M-F 6a 6-7A .30 NM 15 \$15,000.00 Start Date End Date Weekdays Spots/Week Rate \$1,000.00 Week: 10/01/12 10/07/12 -TWTF--2 Week: 10/08/12 10/14/12 -TWTF--3 \$1,000.00 Week: 10/15/12 10/21/12 -TWTF--3 \$1,000.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,000.00 Week: 10/29/12 11/04/12 -TWTF--\$1,000.00 **Entertainment Tonight** 15 WISN 10/02/12 11/02/12 630p-7pm :30 NM 10 \$8,500.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$850.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISN 10/01/12-10/07/12 Entertainment Tonight 630p-7pm -TuWThF--:30 \$850.00 NM See MG 23.6 Week: 10/08/12 10/14/12 -TWTF--2 \$850.00 Date Range Spot Ch Description Start/End Time Weekdays Lenath Rate Type 4 WISN 10/08/12-10/14/12 Entertainment Tonight 630p-7pm -TuWThF----:30 \$850.00 NM See MG 31.6

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Start Date

Week: 10/08/12

End Date

10/14/12

Weekdays

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 / 8 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

| *Line Ch Start | Date End D | ate Descriptio | on | Start/End Time | Days | Sport Length Wee | | TypeS | pots | Amount |
|----------------------------------|----------------------|---------------------------------|---------------------------|------------------------------|---------------|---------------------|---------------------------|-------------|------|---|
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | ···· | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF -TWTF | 2 3 | \$850.00 \$850.00 | | | | | | |
| 16 WISN 10/02 | | | | | | | | | | |
| Start Date | End Date | Weekdays | ing America Spots/Week | 7-9a Rate | | :30 | | NM | 21 | \$21,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | ŀ | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | Ī | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02 | | 12 LIVE WITH | KELLY! | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | , |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | l l | | |
| Week: 10/15/12 | 10/14/12 10/21/12 | -TWTF -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/21/12 | -TWTF | 3 3 | \$450.00 \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 \$450.00 | | | | | | |
| 18 WISN 10/26 | ***** | | | Fri 9-10p | | :30 | | NM | 1 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .00 | | ''''' | | \$5,600.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| 19 WISN 10/08 | /12 11/05/ | 12 Dancing | | Prime Other | | :30 | | NM | 5 | \$25,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | i | | , , , , , , , , , , , , |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$5,000.00 | | | | | | |
| | ate Range | Descriptio | • | \$5,000.00 Start/End Time | Maskda | | Data | I | | |
| 3 WISN 10 | | | <u>u</u> | Prime Other | Weekda M | | <u>Rate</u> \$5,000.00 | <u>Type</u> | | |
| See MG 1 | | , , z Danomy | | i inne Other | p, | ,30 | \$0,000.00 | NM | | |
| 6 WISN 10 | /22/12-10/28 | /12 Dancing | | Mon 7-8p | M | :30 | \$5,000.00 | NM | | |
| MG for 19. | .3 10/22 | _ | | | | | + 0,000.00 | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$5,000.00 | | | | | | |
| 20 WISN 10/22 | | 12 Castle | | Mon 9-10p | | :30 | | NM | 1 | \$4,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | , , |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$4,000.00 | | | | _ | | |
| Spot Ch Da 1 WISN 10 | ate Range | <u>Descriptio</u> V12 Castle | <u>n</u> | Start/End Time | <u>Weekda</u> | | Rate | <u>Type</u> | | |
| Credited | // 22/12-10/20 | VIZ Caştle | | Mon 9-10p | M | :30 | \$ 4,000.00 | NM | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$4,000.00 | | | | l | | |
| 21 WISN 10/06 | /12 11/03/ | 12 Late News | Sa 10pm | 10-1035p | | :30 | | NM | 5 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | _ | ,500.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 | <u>1</u> - | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 10/28/12 11/04/12 | 1- 1- | 1 | \$600.00 | | | | | | |
| | | | -11-11-0 "- | \$600.00 | | | | | | |
| 22 WISN 10/13 | /12 10/13/ | 12 College Fo | otball Game #2 | 230p-6p | | :30 | | NM | 1 | \$6,500.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Rate

\$6,500.00

Spots/Week

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Contract / Revision Alt Order # 939457 06262067 / 8 **Contract Dates** Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

| | | Spots/ | | |
|---|---------------------------|---|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | <u> </u> |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230p-6p | Sa :30 \$6,500.00 | NM | |
| See MG 22.2 | | | | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | Sa :30 \$6,500.00 | NM | |
| (h) MG for 22.1 10/13 | | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 8 | \$8,250.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1 | <u>Rate</u> \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | 6-630pm | \$a :30 \$500.00 | NM | |
| See MG 23.6 | | | | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 \$1,350.00 | NM | |
| | PEOO 00 | | | |
| | \$500.00 | Manufacture Laurette Date | - | |
| Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| See MG 23.7,23.8,23.9,23.10 | 6-630pm | Sa :30 \$500.00 | NM | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| (f) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 1000p=11p | .50 \$1,500.00 | INIVI | |
| 8 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | wThF :30 \$1,500.00 | NM | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | · ···· | |
| 9 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar | M-Su 6-1030PM | Sa :30 \$900.00 | NM | |
| ₩ MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | | |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$200.00 | | | |
| | \$200.00 | | | |
| | \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NM 4 | \$2,800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | Rate | | | |
| Week: 10/01/12 | \$700.00 | | | |
| Spot Ch Date Range Description | \$700.00 | Mankatana Laurah Data | T | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | Start/End Time 6-630pm | Weekdays Length Rate | <u>Type</u> | |
| See MG 23.7,23.8,23.9,23.10 | υ-υυυρ <i>ι</i> τι | Sa :30 \$ 700.00 | NM | |
| Week: 10/15/12 10/21/121- 1 | \$700.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$700.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$700.00 | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | 6-7a | -20 | NINA 5 | 00.000.55 |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 5 | \$3,000.00 |
| Week: 10/01/12 10/07/121- 1 | \$600.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |
| | | | В | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the



Advertiser Original Date / Revision
Democratic Senatorial Ca 10/12/12 / 10/12/12

| William Ob Obout | D-4- E-4 D | -4- Dii | | OL 455 LT | | Spot | | - 0 | | |
|-------------------------------------|-------------------------------------|-----------------------|-------------------------------|-------------------------|---------------|------------|------------------------|---------------------|------|-------------|
| *Line Ch Start I | | | | Start/End Time | Days | Length Wee | k Rate | Type S _l | oots | Amount |
| <u>Start Date</u> Week: 10/22/12 | End Date 10/28/12 | Weekdays 1- | Spots/Week 1 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| 27 WISN 10/20/ | | 2 SA 630-7p | | 630p-7p | | :30 | | NM | 0 | \$0.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 1 4141 | U | \$0.00 |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$500.00 | | | | | | |
| | ite Range | Description | | Start/End Time | Weekday | | <u>Rate</u> | <u>Type</u> | | |
| 1 WISN 10 | | | | 630p-7p | | ·Sa :30 | \$500.00 | NM | | |
| See MG 2. Week: 10/22/12 | 3.7,23. <i>8,23</i> .9, 10/28/12 | ,23.10 | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$500.00 | | | | | | |
| Spot Ch Da | te Range | Description | | Start/End Time | Weekday | s Length | Rate | Type | | |
| 2 WISN 10 | /29/12-11/04/ | /12 SA 630-7p | | 630p-7p | | | \$50 0.00 | NM | | |
| See MG 2: | 3.7,23.8,23.9 _. | ,23.10 | | | | | | | | |
| 28 WISN 10/13/ | | 2 Sat 630-7p | | 630-7p | | :30 | | NM | 2 | \$2,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1- | 1 0 | \$1,000.00 | | | | | | |
| Week: 10/13/12 Week: 10/22/12 | 10/21/12 | 1- | 1 | \$0.00 \$1,000.00 | | | | | | |
| 29 WISN 10/06/ | | | | | | .20 | | | • | |
| Start Date | End Date | Weekdays | College Footbal Spots/Week | 7-1030p Rate | | :30 | | NM | 3 | \$3,000.00 |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$1,00 <u>0.00</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 2- | 2 | \$1,000.00 | | | | | | |
| 30 WISN 10/13/ | | 2 News Sat 7- | -9a | 7-9am | | :30 | | NM | 4 | \$1,800.00 |
| Start Date Week: 10/08/12 | End Date | <u>Weekdays</u> 1- | Spots/Week | Rate | | | | | | |
| Week: 10/15/12 | 10/14/12 10/21/12 | 1- | 1 | \$450.00 \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 | | | | - [| | |
| N 31 WISN 10/07/ | /12 11/04/1 | 12 Late News | I Onm | 10p-1030p | | :30 | | NM | 5 | \$0 0 E0 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | 14141 | 3 | \$8,850.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,60 <u>0.00</u> | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | ite Range | Description | | Start/End Time | <u>Weekda</u> | | <u>Rate</u> | <u>Type</u> | | |
| 2 WISN 10 See MG 3 | | /12 Late News | 10pm | 10p-1030p | | St :30 | \$ 1,600.00 | NM | | |
| | | /12 World New | s Tonight | M-Su 530-6p | M | :30 | \$2,450.00 | NM | | |
| | | 12 11011211011 | o romgne | т са осо ср | 1-1 | .50 | \$2,430.00 | 14141 | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,600.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14 | | | SU 1030PM | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | , |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1 1 | 1 | \$950.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 | 1 1 | | \$950.00 \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$950.00 | | | | | | |
| 33 WISN 10/14 | | | | 458-6AM | ····· | :30 | | NM | 4 | \$800.00 |
| | | | | | | | | | | |

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Contract / Revision Alt Order# 939457 / 8 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/12/12 / 10/12/12 Democratic Senatorial Ca

| *Line Ch Start | Date End D | late Descriptio | n | Start/End Time | Dovo | Spot | | T C | | |
|----------------------------------|---|---------------------------------|-------------------------|-------------------------|---------|--------------|------------|-------------|------|-------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | Days | Length Wee | k Rate | TypeS | pots | Amount |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 11 | \$200.00 | | | | | | |
| 34 WISN 10/07 | /12 11/04/ | 12 News Sun | 530pm | 530-6p | | :30 | | NM | 5 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | • | Ψ2,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 Week: 10/15/12 | 10/14/12 10/21/12 | 1 1 | 1 | \$500.00 | | | | | | |
| Week: 10/13/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 \$500.00 | | | | į | | |
| 35 WISN 10/07 | | | I | ···· | | | | | | |
| Start Date | /12 11/04 <i>i</i> [.] End Date | 12 Sun GMA Weekdays | Spots/Week | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | <u>opota/vveek</u> 1 | <u>Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 36 WISN 10/21 | /12 10/21/ ⁻ | 12 Once | | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | Ψ2,500.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$2,500.00 | | | | | | |
| 37 WISN 10/07/ | | | | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | 1 | 1 | \$400.00 \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 \$400.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 | | | | | | |
| 38 WISN 10/14/ | /12 11/04/1 | 12 This Meek | With George Ste | | | -20 | | | _ | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 2 | \$2,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,00 <u>0.00</u> | | | | | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 39 WISN 10/09/ | | | | Tue 7-8p | | :30 | | NM | 3 | \$12,500.00 |
| Start Date Week: 10/08/12 | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | * *** |
| | 10/14/12 ite Range | -1 | . 1 | \$5,000.00 | | | | | | |
| | | <u>Description</u> /12 DanceRes | | Start/End Time | Weekda | | Rate | <u>Type</u> | | |
| See MG 39 | | 12 DanceResi | ans | Tue 7-8p | -Tu | :30 | \$5;000.00 | NM | | |
| | | /12 DWTS Res | sults | Tue 8-9p | -Tu | - :30 | \$5,000.00 | NM | | |
| MG for 40. | | | | | | .50 | \$5,000.00 | INIVI | | |
| | | /12 DWTS- Jud | dges Analysis | Tue 7-8p | -Tu | :30 | \$2,500.00 | NM | | |
| | | | | • | | | | ***** | | |
| Week: 10/15/12 | 10/21/12 | | 0 | \$0.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -1 | 1 | \$5,000.00 | , va == | | | | | |
| 40 WISN 10/02/ | | 2 HappyEnd | | Tue 8-9p | | :30 | | NM | 1 | \$2,500.00 |
| Start Date Week: 10/01/12 | End Date 10/07/12 | Weekdays | Spots/Week | Rate | | | | 1 | - | ,00.00 |
| WEER. 10/01/12 | 10/07/12 | -1 | 1 | \$2,500.00 | | | | ļ | | |

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Week: 11/05/12

11/11/12

 Contract / Revision
 Alt Order #

 939457 / 8
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/12/12 / 10/12/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate Spot Ch Start/End Time Date Range Description <u>Weekdays</u> Length <u>Rate</u> <u>Type</u> 1 WISN 10/01/12-10/07/12 HappyEnd Tue 8-9p -T11-----.30 \$2,500.00 NM See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results Tue 8-9p -Tu-----:30 \$2,500.00 NM 4 WISN 10/01/12-10/07/12 DWTS Tue 7-8p -TII-----:30 \$2,500.00 NM MG for 40.3 10/02 Week: 10/08/12 10/14/12 \$2,500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate <u>Type</u> 2 WISN 10/08/12-10/14/12 HappyEnd Tue 8-9p -Tu-----\$2,500.00 .30 NMSee MG 39.3,39.4 41 WISN 10/02/12 **PrivatePractice** 10/30/12 Tue 9-10p :30 NM \$4,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$2,200.00 Spot Ch Date Range Description Start/End Time **Weekdays** Length Rate Type 1 WISN 10/01/12-10/07/12 **PrivatePractice** Tue 9-10p -Tu----\$2,200.00 :30 NM See MG 41.4 4 WISN 10/01/12-10/07/12 Scandal Thu 9-10p ----Th----:30 \$2,200.00 NM MG for 41.1 10/02 Week: 10/08/12 10/14/12 0 \$0.00 Week: 10/15/12 10/21/12 \$2,200.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 2 WISN 10/15/12-10/21/12 PrivatePractice Tue 9-10p -Tu-----:30 \$2,200.00 NM Credited Week: 10/22/12 10/28/12 0 \$0.00 Week: 10/29/12 11/04/12 \$2,200.00 WISN 10/16/12 10/30/12 HappyEnd Tue 8-9p :30 NM \$6,000,00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$3,000.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> **Length** Rate Type 1 WISN 10/15/12-10/21/12 HappyEnd Tue 8-9p -Tu-----:30 \$3,000.00 NM Credited Week: 10/22/12 10/28/12 -1----\$3,000.00 Week: 10/29/12 11/04/12 -1----\$3,000.00 43 WISN 10/27/12 10/27/12 College Football Game #2 230p-6p :30 NM \$7,000.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 \$7,000.00 1 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7-1030p :30 NM \$2,600.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 ----2-\$1,300.00 2 45 WISN 10/28/12 10/28/12 Sun 9-930A 9-930A :30 NM 2 \$450.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----2 2 \$225.00 46 WISN 10/22/12 10/22/12 General Hospital 2-3pm/1-2p :30 NM \$350.00 Start Date Weekdays End Date Spots/Week Rate Week: 10/22/12 10/28/12 \$350.00 1 47 WISN 11/06/12 11/06/12 General Hospital 2-3pm/1-2p :30 NM 1 \$350.00 Start Date End Date Weekdays Spots/Week Rate

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\$350.00

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Contract / Revision Alt Order# 939457 1 06262067 Contract Dates Product 4 4 1 Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision **Democratic Senatorial Ca** 10/12/12 / 10/12/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate WISN 10/15/12 11/05/12 Late News 10PM 10-1030p :30 NM 4 \$6,400.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 1-----1 \$1,600.00 Week: 10/22/12 10/28/12 1-----1 \$1,600.00 11/04/12 Week: 10/29/12 1----1 \$1,600.00 Week: 11/05/12 11/11/12 1 \$1,600.00 WISN 10/15/12 11/05/12 The View 10-11am :30 NM \$2,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 \$500.00 Week: 10/22/12 10/28/12 1----1 \$500.00 Week: 10/29/12 11/04/12 1----1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 WISN 11/06/12 11/06/12 The View 10-11am :30 NM 1 \$500.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 11/05/12 11/11/12 _1____ \$500.00 WISN 10/15/12 11/05/12 ANDERSON COOPER M-F 11A-12P :30 NM \$900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 1-----\$225.00 1 Week: 10/22/12 10/28/12 1----1 \$225.00 Week: 10/29/12 11/04/12 1----1 \$225.00 Week: 11/05/12 11/11/12 1-----1 \$225.00 WISN 10/29/12 11/05/12 3-4p :30 NM 2 \$1,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/29/12 11/04/12 1 \$500.00 Week: 11/05/12 11/11/12 1 \$500.00 WISN 11/06/12 11/06/12 3-4p :30 NM 1 \$500.00 Start Date End Date Spots/Week Weekdays Rate Week: 11/05/12 11/11/12 -1----1 \$500.00 54 WISN 10/29/12 11/05/12 DR. 07 :30 NM 2 \$1,200.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/29/12 11/04/12 1-----\$600.00 1 Week: 11/05/12 11/11/12 1----\$600.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/15/12 10/21/12 1-----\$1,000.00 1 Week: 10/22/12 10/28/12 1----1 \$1,000.00 Week: 10/29/12 11/04/12 1----1 \$1,000.00 Week: 11/05/12 11/11/12 1----1 \$1,000.00 WISN 10/15/12 11/05/12 News M-F 5a :30 NM 4 \$1,400.00 Start Date End Date Weekdays 1 4 1 Spots/Week Rate Week: 10/15/12 10/21/12 1 \$350.00 Week: 10/22/12 10/28/12 1-----1 \$350.00 Week: 10/29/12 11/04/12 1 \$350.00 Week: 11/05/12 11/11/12 1 \$350.00 WISN 10/08/12 News M-F 6p 11/05/12 6-630pm :30 NM 5 \$6,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/08/12 10/14/12 \$1,200.00 1 Week: 10/15/12 10/21/12 1----1 \$1,200.00

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 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/12/12 / 10/12/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week | Rate Type S | Spots | Amount |
|---|---|----------------------------|-------------|-------|------------|
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | Rate \$1,200.00 \$1,200.00 \$1,200.00 | | | | |
| 58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 6-7A Rate \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 | :30 | NM | 4 | \$4,000.00 |
| 59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | 6-7A <u>Rate</u> \$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| 60 WISN 10/22/12 11/05/12 Entertainment Tonight Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 630p-7pm <u>Rate</u> \$850.00 \$850.00 \$850.00 | :30 | NM | 3 | \$2,550.00 |
| 61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 7-9a <u>Rate</u> \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,000.00 | :30 | ΝM | 5 | \$5,000.00 |
| 62 WISN 11/06/12 11/06/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1 | 7-9a <u>Rate</u> \$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | 9-10am <u>Rate</u> \$450.00 \$450.00 \$450.00 \$450.00 | :30 | NM | 4 | \$1,800.00 |
| 64 WISN 10/06/12 10/06/12 PostBadger <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | PostBadger <u>Rate</u> \$1,000.00 | :30 | NM | 1 | \$1,000.00 |
| 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date | 630-7p, 6-630p <u>Rate</u> \$1,500.00 | :30 | NM | 1 | \$1,500.00 |
| 66 WISN 10/04/12 10/04/12 LastResort Start Date | Thu 7-8p <u>Rate</u> \$3,000.00 | :30 | NM | 1 | \$3,000.00 |
| 67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 5-6A <u>Rate</u> \$350.00 | :30 | NM | 1 | \$350.00 |
| 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | 456-6AM <u>Rate</u> \$250.00 | :30 | NM | 1 | \$250.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



| | Contract / Revision 939457 / 8 | Alt Order # 06262067 | |
|---------------------|-----------------------------------|-------------------------|--|
| Contract Dates | Product | Estimate # | |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 | |
| ∆dvarticar | 10 | riginal Date / Povicion | |

| <u>Advertiser</u> | | Original Date | e / R | levision | |
|--------------------------|---|---------------|-------|----------|--|
| Democratic Senatorial Ca | . | 10/12/12 | 1 | 10/12/12 | |

| | | Spots/ | | | |
|--|--|-----------------------|------|-------|--------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type | Spots | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| 69 WISN 10/07/12 10/07/12 Su 458-6a Start Date | 458-6AM <u>Rate</u> \$200.00 | :30 | NM | 1 | \$200.00 |
| 70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2 | M-F 2-3P <u>Rate</u> \$400.00 | :30 | NM | 2 | \$800.00 |
| 71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 11p-1130p <u>Rate</u> \$1,500.00 | :30 | MM | 1 | \$1,500.00 |
| 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date | INSIDE HUD 1035 <u>Rate</u> \$250.00 | ;30 | NM | 1 | \$250.00 |
| | | Totals | | 351 | \$321,300.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 251 | \$232,100.00 | \$197,285.00 |
| 10/29/12 -11/06/12 | 100 | \$89,200.00 | \$75,820.00 |
| Totals | 351 | \$321,300.00 | \$273,105.00 |

| Signature: | Date: | |
|------------|-------|--|
| _ | | |

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Rev | <u>vision</u> | | Alt Order# | |
|--------------------------|----------------|---------------|------------|--------------|----------------|
| | 939457 | / 9 | | 06262067 | |
| Product | | | • | | |
| DSCC-IE | | | | | |
| Contract Dates | Estimate # | | | | |
| 10/02/12 - 11/06/12 | 1533 | | | | |
| Advertiser | | | <u>Ori</u> | ginal Date / | Revision |
| Democratic Senatorial Ca | mpaign Com | mittee | 1 | 0/18/12 | / 10/18/12 |
| | Billing Cycle | Billing | Cale | endar | Cash/Trade |
| | EOM/EOC | Broado | cast | | Cash |
| | Station | Accou | nt E | xecutive | Sales Office |
| | WISN | Will Hi | ideb | randt | HRP -Washingto |
| | Special Hand | ing | | | |
| | | | | | |
| | Demographic | | | | |
| | Adults 35+ | | | | |
| | **** | | | | |
| | | | | | |
| | IDB# | Advert | iser | <u>Code</u> | Product Code |
| | 8091 | 49 | | | 53 |
| | Agency Ref | | | Advertiser | Ref |
| | | | | | |

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots **Amount** WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 MM \$3,500.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 13 \$20,800.00 Start Date **End Date** Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 -TWTF--\$1,600.00 Date Range Spot Ch Description Start/End Time <u>Weekdays</u> Length Rate Type 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p -TuWThF----:30 \$1,600.00 NM See MG 23.7,23.8,23.9,23.10 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 11 \$5,500.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate <u>Type</u> 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF---:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF--3 \$500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 7 WISN 10/15/12-10/21/12 The View 10-11am -TuWThF----NM See MG 5.9,5.10,5.11

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 9 06262067

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/18/12 / 10/18/12

| Start Date End Date End Date SpotsWeek Rate Type Spots Amount | | | | | | Sp | ots/ | | | |
|--|-----------------|-------------|-----------------|---------------|----------------|---------------|------------|-------------|-------------|--------------------|
| Siart Date Model | *Line Ch Start | Date End D | ate Description | n | Start/End Time | Days Length W | eek Rate | Type S | Spots | Amount |
| March 1002/12 1104/1 | | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | *** |
| A WISN 10007/2 11/02/12 100/14 1 | | 10/28/12 | -TWTF | 3 | \$500.00 | | | | | |
| Sign Date End Date Meek Week 10091/12 10071/12 100 | Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$500.00 | | | | | |
| Sign Date End Date Wicker (2017) 2017 2 | 4 WISN 10/02 | /12 11/02/1 | 12 Late News | 1030PM | 1030p-11p | :30 | | NM | 5 | \$4.7E0.00 |
| Week: 10/08/12 10/14/12 -THTF 1 \$950.00 | | End Date | <u>Weekdays</u> | Spots/Week | · _ · | | | , , , , , | J | Ψ+,7 30.00 |
| Week: 10/15/12 10/21/12 -TyTFF- | Week: 10/01/12 | 10/07/12 | -TWTF | 1 | \$950.00 | | | | | |
| Meek: 10/22/12 10/28/12 -TWTFF- | | 10/14/12 | -TWTF | 1 | \$950.00 | | | ŀ | | |
| N S NISN 1002/12 11/02/12 Nightline Signos/Week Spots/ | Week: 10/15/12 | 10/21/12 | -TWTF | 1 | \$950.00 | | | | | |
| N S WISN 10/02/12 11/02/12 Nightline Spots/Week Rate Spots/Week | | | -TWTF | 1 | \$950.00 | | | | | |
| Start Date End Date Meekdays Spots/Week Rate Week 10/09/12 ToVTFT- 1 \$750.00 | Week: 10/29/12 | 11/04/12 | -TWTF | 1 | \$950.00 | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week 10/09/112 Tourt 1 5750.00 | N 5 WISN 10/02 | /12 11/02/1 | 12 Nightline | | 11p-1130p | :30 | | NM | 10 | \$8,900,00 |
| Week: 10/08/12 | | | | Spots/Week | | | | * **** | | 40,000.00 |
| Neek: 10/15/12 10/21/12 10/21/12 11/21/12 2 2 2 2 2 2 2 2 2 | | | | | \$750.00 | | | | | |
| Spot Ch Date Range Description Start/End Time Weekdays Lenath Rate Type N/M | | | | | | | | | | |
| 3 WISN 101/15/12-10/21/12 Nightline 11p-1130p TuWThF30 \$750,00 NM See MG 5.9,5.10,5.11 World News Tonight "Sun 5-530p | | | | | | | | | | |
| See MG 5.9,5.10,5.11 See MG 5.9,5.10,5.11 See MG 15.9,5.10,5.11 See MG 15.7,13.6,13.7,5.3 See MG 15.7,13.7,13.6,13.7,13.7,13.7,13.7,13.7,13.7,13.7,13.7 | | | | <u>1</u> | | | Rate | <u>Type</u> | | |
| 9 WISN 10/21/12-10/21/12 World News Tonight "Sun 5-530p | | | /12 Nightline | | 11p-1130p | -TuWThF :30 | \$750.00 | NM | | |
| (B) MG for 3.7,13.6,13.7,5.3 | | | 40 44 44 | | | | | | | |
| 10 WISN 10/28/12-10/28/12 World News Tonight "Sun 5-530p | | | | s conight | *Sun 5-530p | St :30 | \$1,500.00 | NM | | |
| MG for 3.7,13.6,13.7,5.3 | | | | a Taniaht | *C 5 500 | | | | | |
| 11 WISN 10/21/12-10/21/12 News Sun 7-9a 7-9am | _ | | | s ronight | "Sun 5-530p | St :30 | \$1,500.00 | NM | | |
| Week: 10/29/12 11/02/12 ANDERSON COOPER MF 11A-12P 30 NM 14 \$3,150.00 | | | | 7-02 | 7 0am | C1 +30 | ተሮኖብ ሳሳ | | | |
| Week: 10/22/12 | | | | 7- 0 a | r-saili | st .30 | \$650.00 | NM | | |
| Week: 10/29/12 | | | | 2 | \$750.00 | | | | | |
| 6 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P 30 NM 14 \$3,150.00 | Week: 10/29/12 | 11/04/12 | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Supposition S | 6 WISN 10/02 | /12 11/02/1 | 2 ANDERSO | N COOPER | M-E 11A 12D | .20 | | 115.6 | 4.4 | |
| Week: 10/01/12 10/07/12 -TWTF 2 \$225.00 | | | | | | :30 | | NM | 14 | \$3,150.00 |
| Week: 10/08/12 10/14/12 -TWTF 2 \$225.00 Week: 10/15/12 10/21/12 -TWTF 3 \$225.00 Week: 10/22/12 10/28/12 11/04/12 -TWTF 4 \$225.00 Week: 10/29/12 11/04/12 THE CHEW 12P-1P :30 NM 8 \$2,400.00 Start Date Week: 10/08/12 10/14/12 -TWTF 2 \$300.00 Week: 10/08/12 10/14/12 -TWTF 2 \$300.00 Week: 10/15/12 10/21/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 Week: 10/09/12 11/04/12 -TWTF 2 \$300.00 Week: 10/09/12 11/04/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 | | | | | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 \$225.00 Week: 10/29/12 11/04/12 -TWTF 4 \$225.00 7 WISN 10/09/12 11/02/12 THE CHEW Start Date Start D | Week: 10/08/12 | 10/14/12 | -TWTF | | | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 \$225.00 | Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$225.00 | | | | | |
| 7 WISN 10/09/12 11/02/12 THE CHEW Start Date Week: 10/08/12 10/14/12 -TWTF 2 \$300.00 Week: 10/15/12 10/21/12 -TWTF 2 \$300.00 Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/02/12 11/02/12 11/02/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date Week: 10/01/12 10/07/12 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/02/12 10/02/12 10/02/12 -TWTF 2 \$400.00 Week: 10/02/12 10/02/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/09/12 11/04/12 -TWTF 2 \$400.00 Week: 10/09/12 11/04/12 -TWTF 2 \$400.00 Week: 10/09/12 11/04/12 -TWTF 2 \$500.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 | Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$225.00 | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Syource | Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$225.00 | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Syour | 7 WISN 10/09/ | /12 11/02/1 | 2 THE CHEW | J | 12P-1P | -3∩ | | NIM | Q | £3 400 00 |
| Week: 10/08/12 10/14/12 -TWTF 2 \$300.00 Week: 10/15/12 10/21/12 -TWTF 2 \$300.00 Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date Week: 10/01/12 End Date TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/08/12 10/28/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 11/04/12 -TWTF 2 \$400.00 Week: 10/02/12 NM 10 \$5,000.00 Week: 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 | | End Date | <u>Weekdays</u> | Spots/Week | | .00 | | 14141 | o | Φ 2,400.0 0 |
| Week: 10/22/12 10/28/12 -TWTF 2 \$300.00 Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date Week: 10/01/12 End Date Date Weekdays Spots/Week Rate Spots/Week Spots/Week Patrick Rate Spots/Week Patrick Spots/Week Patrick NM 10 \$4,000.00 Week: 10/05/12 10/14/12 -TWTF 2 \$400.00 Spots/Week Patrick Spots/Week Patrick Spots/Week Patrick Spots/Week Patrick Rate Spots/Week Patrick Spots/Week Patrick Spots/Week Patrick Rate Spots/Week Patrick | | | -TWTF | 2 | | | | 1 | | |
| Week: 10/29/12 11/04/12 -TWTF 2 \$300.00 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date Week: 10/01/12 End Date Weekdays Spots/Week Rate Week: 10/07/12 -TWTF 2 \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 End Date 10/07/12 Weekdays Spots/Week Spo | | | | 2 | \$300.00 | | | | | |
| 8 WISN 10/02/12 11/02/12 KATIE COURIC M-F 2-3P :30 NM 10 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$400.00 Week: 10/15/12 10/12/12 -TWTF 2 \$400.00 Week: 10/15/12 10/22/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$500.00 NM 10 \$5,000.00 Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 | | | | | \$300.00 | | | | | |
| Start Date End Date Weekdays Spots/Week Rate S4,000.00 | | **** | | 2 | \$300.00 | | | | | |
| Start Date Week: 10/01/12 End Date 10/07/12 Weekdays -TWTF Spots/Week \$400.00 Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 End Date 10/07/12 Weekdays 7-WFF 2 Rate 500.00 \$5,000.00 | | | 2 KATIE COU | JRIC | M-F 2-3P | :30 | | NM | 10 | \$4,000,00 |
| Week: 10/08/12 10/14/12 -TWTF 2 \$400.00 Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 End Date 10/01/12 Weekdays - TWTF 2 \$500.00 Rate 500.00 | | | | | | | | | | Ψ-1,000.00 |
| Week: 10/15/12 10/21/12 -TWTF 2 \$400.00 Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Week: 10/01/12 End Date (10/01/12) Weekdays (10/01/12) Spots/Week (10/01/12) Rate (10/01/12) \$500.00 | | | | | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 2 \$400.00 Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays - TWTF 2 \$500.00 | | | | | | | | - 1 | | |
| Week: 10/29/12 11/04/12 -TWTF 2 \$400.00 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date Week: 10/01/12 End Date 10/07/12 Weekdays -TWTF 2 Rate \$500.00 Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 | | | | | , , | | | | | |
| 9 WISN 10/02/12 11/02/12 3-4p 3-4p :30 NM 10 \$5,000.00 Start Date | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF 2 \$500.00 | | | | 2 | \$400.00 | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TwTF 2 \$500.00 | | | • | | • | :30 | | NM | 10 | \$5,000.00 |
| Mind delegate delivers | | | | | | | | | | , -, |
| \$500,00 | | | | | | | | | | |
| | **COR. 10/00/12 | 10/14/12 | IMIL | 2 | 00.00c¢ | | | 1 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 9 06262067 Product

Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/18/12 / 10/18/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|---------------------------|---|-------------------|-------------|
| Start Date End Date Weekdays Spots/Week | Rate | | 1 | , arround |
| Week: 10/15/12 | \$500.00 | | | |
| Week: 10/22/12 | \$500.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$500.00 | | | |
| 10 WISN 10/02/12 11/02/12 DR. OZ | 4P-5P | :30 | NM 10 | \$6,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | , |
| Week: 10/01/12 10/07/12 -TWTF 2 | \$600.00 | | i | |
| Week: 10/08/12 10/14/12 -TWTF 2 | \$600.00 | | | |
| Week: 10/15/12 | \$600.00 | | | |
| | \$600.00 | | | |
| | \$600.00 | | | |
| 11 WISN 10/02/12 11/02/12 News M-F 5p | 5-530pm | :30 | NM 15 | \$16,200.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TwTF2 | Rate | | | |
| Week: 10/08/12 10/14/12 -TWTF 3 | \$1,000.00 \$1,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Tomas | |
| 3 WISN 10/08/12-10/14/12 News M-F 5p | 5-530pm | Weekdays Length Rate -TuWThF :30 \$1,000.00 | Type | |
| See MG 11.15,11.16,11.17 | 0-000pm | -10W111F30 \$1,000.00 | NM | |
| 4 WISN 10/08/12-10/14/12 News M-F 5p | 5-530pm | -TuWThF :30 \$1,000.00 | NM | |
| See MG 11.15,11.16,11.17 | 5 550pi | .50 \$7,000.00 | 1 4141 | |
| 15 WISN 10/11/12-10/11/12 World News Tonight | M-Su 530-6p | Th :30 \$3,000.00 | NM | |
| → MG for 13.5,11.3,11.4,3.4,3.3 | • | , , , , , , , , , , , , , , , , , , , | | |
| 16 WISN 10/13/12-10/13/12 College Football Game #1 | 11a-230 | sa :30 \$700.00 | NM | |
| ⊕ MG for 13.5,11.3,11.4,3.4,3.3 | | | | |
| 17 WISN 10/12/12-10/12/12 Jimmy Kimmel | 1130-1230a | F :30 \$500.00 | NM | |
| ® MG for 13.5,11.3,11.4,3.4,3.3 | | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$1,000.00 | | | |
| Week: 10/22/12 | \$1,000.00 | | | |
| | \$1,000.00 | | | |
| 12 WISN 10/02/12 11/02/12 News M-F 5a | 5-6A | :30 | NM 15 | \$5,250.00 |
| Start DateEnd DateWeekdaysSpots/WeekWeek: 10/01/1210/07/12-TWTF2 | Rate | | | |
| Week: 10/01/12 | \$350.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$350.00 \$350.00 | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$350.00 | | į. | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$350.00 | | | |
| N 13 WISN 10/02/12 11/02/12 News M-F 6p | | | | |
| Start Date End Date Weekdays Spots/Week | 6-630pm | :30 | NM 11 | \$13,200.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 | <u>Rate</u> \$1,200.00 | | | |
| Week: 10/08/12 10/14/12 -TWTF 3 | \$1,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Tuna | |
| 5 WISN 10/08/12-10/14/12 News M-F 6p | 6-630pm | Weekdays Length Rate -TuwThF :30 \$1,200.00 | <u>Type</u> NM | |
| See MG 11.15,11.16,11.17 | о осории | .50 \$1,200.00 | IVIVI | |
| Week: 10/15/12 | \$1,200.00 | | J | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 6 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | -TuWThF :30 \$1,200.00 | NM | |
| See MG 5.9,5.10,5.11 | • | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | 1777 | |
| 7 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | -TuWThF :30 \$1,200.00 | NM | |
| See MG 5.9,5.10,5.11 | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,200.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order # 939457 / 9 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/18/12 / 10/18/12 Democratic Senatorial Ca

| *Line Ch Start [| Date End D | ata Dascriptio | n | Start/End Time | D-11- | Spot | | | | |
|-------------------------------------|---|--------------------------|------------------|------------------------------|---|------------|-----------------------|-------------|------|-------------|
| Start Date | | | | Start/End Time | Days | Length Wee | k Rate | TypeS | pots | Amount |
| Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> -TWTF | Spots/Week 3 | <u>Rate</u> \$1,200.00 | | | | | | |
| 14 WISN 10/02/ | 12 11/02/1 | 2 News M-F | ia | 6-7A | | :30 | | NM | 15 | \$15,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 7.0,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| 15 WISN 10/02/ | | | _ | 630p-7pm | | :30 | | NM | 10 | \$8,500.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | <u>Weekdays</u> -TWTF | Spots/Week 2 | Rate | | | | | | |
| | te Range | Description | _ | \$850.00 | 10/a = - d = | - 1 1 | 5 | _ [| | |
| 1 WISN 10/ | | | ı ent Tonight | Start/End Time 630p-7pm | Weekday -TuwThF | | Rate | <u>Type</u> | | |
| See MG 23 | | 12 CIRCICALIA | ent rongin | υσυμ- <i>τ</i> μπ | - luwilir | :30 | \$850.00 | NM | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Spot Ch Dat | te Range | Description | | Start/End Time | Weekday | s Length | Rate | Туре | | |
| 4 WISN 10/ | 08/12-10/14/ | 12 Entertainm | ent Tonight | 630p-7pm | -TuWThF | | \$850.00 | NM | | |
| See MG 31 | | | | | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$850.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$850.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$850.00 | | | | | | |
| 16 WISN 10/02/ | | | | 7-9a | | :30 | | NM | 21 | \$21,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 Week: 10/08/12 | 10/07/12 10/14/12 | -TWTF -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 4 5 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02/ | *************************************** | | | | *************************************** | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 9-10am Rate | | :30 | | NM | 14 | \$6,300.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| 18 WISN 10/26/1 | 12 10/26/1 | 2 2020 | | Fri 9-10p | | :30 | | NM | 1 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | .00 | | 1,414 | | \$5,000.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | | | | |
| 19 WISN 10/08/1 | | 2 Dancing | | Prime Other | | :30 | - | NM | 5 | \$25,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | - | 4-4,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$5,000.00 | | | | | | |
| | e Range | <u>Description</u> | 1 | \$5,000.00 Stock/End Time | 1611 | | . | _ | | |
| 3 WISN 10/ | | | Į. | Start/End Time | Weekday | | Rate | <u>Type</u> | | |
| See MG 19 | | . L Danoing | | Prime Other | M | :30 | \$5,000.00 | NM | | |
| 6 WISN 10/2 | | 12 Dancing | | Mon 7-8p | M | :30 | \$5,000.00 | NIRA. | | |
| MG for 19.3 | | | | о , ор | e-i | | φυ,υυυ.υυ | NM | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$5,000.00 | | | | 1 | | |
| | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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10/18/12 / 10/18/12



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision

Democratic Senatorial Ca

| | | | 10/10/12 / 1 | UITOITZ |
|--|---------------------------|-------------------------|--------------|------------|
| | | Spots/ | | |
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u> | | Туроорого | Amount |
| 20 WISN 10/22/12 10/29/12 Castle | \$5,000.00 | | | |
| Start Date End Date Weekdays Spots/Week | Mon 9-10p <u>R</u> ate | :30 | NM 1 | \$4,000.00 |
| Week: 10/22/12 10/28/12 1 1 | \$4,000.00 | | | |
| Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 Castle | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 Castle Credited | Mon 9-10p | M:30 \$4,000.00 | NM | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | | |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .50 | NM 5 | \$3,000.00 |
| Wools 10/02/42 | \$600.00 | | | |
| Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 \$600.00 | | | • |
| 22 WISN 10/13/12 10/13/12 College Football Game #2 | 230p-6p | | | |
| Start Date End Date Weekdays Spots AMeek | Rate | :30 | NM 1 | \$6,500.00 |
| Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230p-6p | Sa :30 \$6,500.00 | NM NM | |
| See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER | 000 - | | | |
| ⊕ MG for 22.1 10/13 | 230p-6p | Sa :30 \$6,500.00 | NM | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | <u>_</u> | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 8 | \$8,250.00 |
| Week: 10/01/12 10/07/121- 1 <u>Spot Ch</u> <u>Date Range</u> Description | \$500.00 | | | |
| <u>Spot Ch </u> | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| See MG 23.6 | 6-630pm | Sa :30 \$50 <u>0.00</u> | NM | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 \$1,350.00 | NIRA | |
| ® MG for 15.1,23.1 | | 51,550.00 | NM | |
| Week: 10/08/12 10/14/121- 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10 | 6-630pm | | NM | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | Web e | | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| 8 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| ⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 | • | .00 41,500.00 | 14101 | |
| 9 WISN 10/10/12-10/12/12 Late News 1030PM MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar | M.O., O. (ODODLA | | | |
| ® MG for 25.2,2.4,27.1,27.2,2.3,23.2 | M-Su 6-1030PM | Sa :30 \$900.00 | NM | |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NINA 4 | *** |
| Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1 | Rate | .00 | NM 4 | \$800.00 |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | |

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents basis of race or ethnicity advertising on particular stations on the

10/18/12 / 10/18/12

Alt Order # Contract / Revision 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| | | Spots/ | | |
|--|-------------------------|---|-------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1 | <u>Rate</u> \$200.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 \$200.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 | | | |
| 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | NINA | 20 000 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 4 | \$2,800.00 |
| Week: 10/01/12 10/07/121- 1 | \$700.00 | | | |
| Week: 10/08/12 10/14/121- 1 <u>Spot Ch</u> Date Range Description | \$700.00 | | | |
| Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| See MG 23.7,23.8,23.9,23.10 | 6-630pm | - Sa :30 \$700.00 | NM | |
| Week: 10/15/12 10/21/121- 1 | \$700.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$700.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$700.00 | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | 6-7a | :30 | NINA C | ** |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 5 | \$3,000.00 |
| Week: 10/01/12 10/07/121- 1 | \$600.00 | | | |
| Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121 1 | \$600.00 | | | |
| Marin Addords | \$600.00 | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| 27 WISN 10/20/12 11/03/12 SA 630-7p | \$600.00 | | | |
| Start Date End Date Weekdays Spots/Week | 630p-7p | :30 | NM 0 | \$0.00 |
| Week: 10/15/12 10/21/121- 1 | <u>Rate</u> \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/15/12-10/21/12 SA 630-7p | 630p-7p | Sa :30 \$500.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0 | | | | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 | \$0.00 | | | |
| Spot Ch Date Range Description | \$500.00 | | | |
| 2 WISN 10/29/12-11/04/12 SA 630-7p | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| See MG 23.7,23.8,23.9,23.10 | 630p-7p | Sa :30 \$500.00 | NM | |
| 28 WISN 10/13/12 10/27/12 Sat 630-7p | 630-7p | .00 | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 3 | \$2,000.00 |
| Week: 10/08/12 10/14/121- 1 | \$1,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 1 WISN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28,4 | 630-7p | Sa :30 \$1,000.00 | NM | |
| 3 WISN 10/16/12-10/19/12 Jimmy Kimmel | 4400 4000 | | | |
| ® MG for 28.1 10/13 | 1130-1230a | -TuWThF :30 \$500.00 | NM | |
| 4 WISN 10/16/12-10/19/12 Jimmy Kimmel | 1130-1230a | -TuWThF :30 \$500.00 | .,,, | |
| ⊕ MG for 28.1 10/13 | 7.00 72 000 | -TuWThF :30 \$500.00 | NM | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$1,000.00 | | | |
| 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal | 7-1030p | :30 | NM 3 | 83 000 00 |
| Week: 10/01/13 End Date Weekdays Spots/Week | Rate | | 3 | \$3,000.00 |
| Week: 10/08/12 10/14/12 1 Week: 10/08/12 10/14/12 0 | \$1,000.00 | | | |
| Week: 10/15/12 10/21/122- 2 | \$0.00 \$1,000.00 | | | |
| 30 WISN 10/13/12 11/03/12 News Sat 7-9a | | | | |
| THOUTE THOUTE NEWS OUL 1-34 | 7-9am | :30 | NM 4 | \$1,800.00 |

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Specifies.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

10/18/12 / 10/18/12



Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| *Line Ch Start | Date End C | ate Description | Nn. | Ctart III and The | 5 | Spo | | | | |
|-------------------------------------|----------------------|----------------------------|-------------------------|--|---------|------------------|-----------------------|--------|-------|------------|
| Start Date | End Date | Weekdays | | Start/End Time | Days | Length We | ek Rate | Type S | Spots | Amount |
| Week: 10/08/12 | 10/14/12 | <u>vveekoays</u> | Spots/Week 1 | Rate | | | | | | |
| Week: 10/15/12 | 10/21/12 | - -1- | 1 | \$450.00 \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$450.00 \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$450.00 \$450.00 | | | | 1 | | |
| 31 WISN 10/07 | /12 11/04/ | 12 Late News | 10nm | ······································ | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 10p-1030p Rate | | :30 | | NM | 5 | \$8,850.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$1,600.00 | | | | I | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,600.00 | | | | | | |
| | ate Range | Description | | Start/End Time | Weekday | <u>ys Length</u> | Rate | Type | | |
| | | V12 Late News | : 10pm | 10p-1030p | | | \$1,600.00 | NM . | | |
| See MG 3 | | | | | | | ψ1,000 .00 | 1 4141 | | |
| 6 WISN 10 | /15/12-10/15 | /12 World New | vs Tonight | M-Su 530-6p | M | :30 | \$2,450.00 | NM | | |
| → MG for 31. Week: 10/15/12 | • | - | | | | | , , | | | |
| Week: 10/22/12 | 10/21/12 | <u>-</u> | 1 | \$1,600.00 | | | | | | |
| Week: 10/29/12 | 10/28/12 11/04/12 | 1 1 | 1 | \$1,600.00 | | | | | | |
| | | | 1 | \$1,600.00 | | | | | | |
| 32 WISN 10/14 Start Date | | | | 1030p-11p | | :30 | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | | • | 14,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$950.00 | | | | ı | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$950.00 \$950.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | - 1 | 1 | \$950.00 \$950.00 | | | | | | |
| 33 WISN 10/14 | | 12 Su 458-6a | | | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 458-6AM | | :30 | | NM | 4 | \$800.00 |
| Week: 10/08/12 | 10/14/12 | 1 | <u>00003/4466K</u> | <u>Rate</u> \$200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$200.00 | | | | | | |
| 34 WISN 10/07/ | 12 11/04/1 | 2 News Sun 5 | 30pm | 530-6p | | :30 | | | _ | |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | .30 | | NM | 5 | \$2,500.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$500.00 | | | | ľ | | |
| Week: 10/22/12 Week: 10/29/12 | 10/28/12 | I | 1 | \$500.00 | | | |] | | |
| | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| 35 WISN 10/07/ | | | _ | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| <u>Start Date</u> Week: 10/01/12 | End Date 10/07/12 | Weekdays | Spots/Week | Rate | | | | | J | ₩21000.00 |
| Week: 10/08/12 | 10/07/12 | <u>-</u> | 1 | \$400.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 1 | \$400.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$400.00 \$400.00 | | | | j | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$400.00 \$400.00 | | | | - 1 | | |
| 36 WISN 10/21/ | **** | | | | | | | | | |
| Start Date | End Date | ∠ Unce <u>Weekd</u> ays | Spots/Week | Sun 7-8p | | :30 | | NM | 1 | \$2,500.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u>Spois/vveek</u> 1 | <u>Rate</u> \$2,500.00 | | | |] | | |
| 37 WISN 10/07/ | | | .02 | **** | | | | | | |
| Start Date | End Date | Weekdays | -∋a Spots/Week | 7-9am <u>Rate</u> | | :30 | | NM | 5 | \$2,000.00 |
| Week: 10/01/12 | 10/07/12 | 1 | 1 | \$400.00 | | | | | | |
| | | | | · · · * * | | | | I | | |
| | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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specified.

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10/18/12 / 10/18/12



| Advertiser | <u>O</u> r | iginal Date / Revision |
|---------------------------------------|-----------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| O-thoras D | Contract / Revision 939457 / 9 | Alt Order # 06262067 |

Democratic Senatorial Ca

| | <u></u> | | | | _ ' '' | |
|---|-------------------------|-----------------|---------------------------|-------------------|--------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | | ots/ | | | |
| Start Date End Date Weekdays Spots/Week | | Days Length We | ek Rate | Type S | pots | Amount |
| Week: 10/08/12 10/14/121 1 | <u>Rate</u> \$400.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George St | | .00 | | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | | NM | 2 | \$2,000.00 |
| Week: 10/08/12 10/14/121 1 | \$1,000.00 | | | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$1,000.00 | | | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | | NM | 3 | £10 E00 00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1 | Rate | | | TAIV | J | \$12,500.00 |
| C1 Ob | \$5,000.00 | | | | | |
| Spot Cn Date Range Description 1 WISN 10/08/12-10/14/12 DanceResults | Start/End Time | Weekdays Length | <u>Rate</u> | Type | | |
| See MG 39.3,39.4 | Tue 7-8p | -Tu :30 | \$ 5,000.00 | NM | | |
| 3 WISN 10/08/12-10/14/12 DWTS Results | Tue 8-9p | T | | | | |
| ⊕ MG for 40.2,39.1 | i de o-ab | -Tu :30 | \$5,000.00 | NM | | |
| 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis | Tue 7-8p | -Tu :30 | #2 500 00 | | | |
| → MG for 40.2,39.1 → | ruo r-op | -Tu :30 | \$2,500.00 | NM | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | | | | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | :30 | | | | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | | NM | 1 | \$2,500.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Type | | |
| 1 WISN 10/01/12-10/07/12 HappyEnd See MG 40.3 | Tue 8-9p | -Tu:30 | \$2,500.00 | NM | | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | T | | | | | |
| ® See MG 40.4 | Tue 8-9p | -Tu: :30 | \$2, 500.00 | NM | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu :30 | | İ | | |
| ⊕ MG for 40.3 10/02 | rue r-op | -Tu :30 | \$2,500.00 | NM | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Data | T | | |
| 2 WISN 10/08/12-10/14/12 HappyEnd | Tue 8-9p | -Tu :30 | <u>Rate</u> \$2,500.00 | <u>Type</u> NM | | |
| See MG 39.3,39.4 | , | .50 | Ψ 2,000.00 | IVIVI | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | | h 1 h 4 | _ | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | | NM | 2 | \$4,400.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Type | | |
| 1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4 | Tue 9-10p | -Tu :30 | \$2,200.00 | NM | | |
| 4 WISN 10/01/12-10/07/12 Scandal | 71 0 10 | | | | | |
| ⊕ MG for 41.1 10/02 | Thu 9-10p | Th :30 | \$2,200.00 | NM | | |
| Week: 10/08/12 10/14/12 0 | eo oo | | | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$0.00 \$2,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | - . | _ | | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | Weekdays Length | Rate | <u>Type</u> | | |
| Credited | · · · · · | | \$2,200.00 | NM | | |
| | | | | | | |

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Weekdays

Spots/Week

Contract / Revision Alt Order # 939457 06262067 / 9 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/18/12 / 10/18/12 **Democratic Senatorial Ca**

| *Line Ch Start | Date End D | Date Descriptio | n | Start/End Time | Spots/ Days Length Week Rate | Type Sr | oots | Amount |
|-------------------------------------|---|---------------------------|-----------------|----------------------------|-------------------------------|--|---------|------------|
| <u>Start Date</u> Week: 10/22/12 | End Date 10/28/12 | Weekdays | Spots/Week | Rate | | | ******* | |
| Week: 10/29/12 | 11/04/12 | -1 | 0 | \$0.00 \$2,200,00 | | | | |
| 42 WISN 10/16 | **** | 12 HappyEnd | | Tue 8-9p | .20 | \\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\ | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | :30 | NM | 2 | \$6,000.00 |
| Week: 10/15/12 | 10/21/12 | -1 | 1 | \$3,000.00 | | | | |
| | ate Range | Description | - | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| | 0/15/12-10/21 | 1/12 HappyEnd | | Tue 8-9p | -Tu :30 \$3,000.00 | NM | | |
| Credited Week: 10/22/12 | 10/28/12 | -1 | 1 | \$3,000.00 | | | | |
| Week: 10/29/12 | 11/04/12 | -1 | 1 | \$3,000.00 | | | | |
| 43 WISN 10/27 | /12 10/27/ | 12 College Foo | otball Game #2 | 230p-6p | :30 | NM | 4 | f7 000 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .50 | INIVI | 1 | \$7,000.00 |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$7,000.00 | | | | |
| 44 WISN 11/03 | | | College Footbal | 7-1030p | :30 | NM | 2 | \$2,600.00 |
| Start Date Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 2- | Spots/Week | Rate | | | | , , |
| 45 WISN 10/28 | **** | | 2 | \$1,300.00 | | | | |
| Start Date | 10/28/ End Date | 12 Sun 9-930A Weekdavs | Spots/Week | 9-930A <u>Rate</u> | :30 | NM | 2 | \$450.00 |
| Week: 10/22/12 | 10/28/12 | 2 | 2 | \$225.00 | | | | |
| 46 WISN 10/22 | /12 10/22/ | 12 General Ho | spital | 2-3pm/1-2p | :30 | NM | 1 | \$350.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | ' ' ' | • | \$350.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | |
| 47 WISN 11/06 | | | | 2-3pm/1-2p | :30 | NM | 1 | \$350.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | <u>Weekdays</u> -1 | Spots/Week 1 | <u>Rate</u> \$350.00 | | 1 | | |
| 48 WISN 10/15 | *************************************** | 12 Late News | 10PM | 10-1030p | :30 | 212.0 | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | .30 | NM | 4 | \$6,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,60 <u>0.00</u> | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,600.00 | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 | 1 | \$1,600.00 | | | | |
| | | 1 | 1 | \$1,600.00 | | | | |
| 49 WISN 10/15 Start Date | /12 11/05/ End Date | 12 The View Weekdays | Spots/Week | 10-11am | :30 | NM | 4 | \$2,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u> </u> | <u>Rate</u> \$500.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$500.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | |
| 50 WISN 11/06 | | | | 10-11am | :30 | NM | 1 | \$500.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | Weekdays -1 | Spots/Week 1 | Rate | | | | |
| 51 WISN 10/15 | | 12 ANDERSOI | | \$500.00 | 0.00 | | | |
| Start Date | End Date | Weekdays | Spots/Week | M-F 11A-12P <u>Rate</u> | :30 | NM | 4 | \$900.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$225.00 | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | |
| 52 WISN 10/29 Start Date | | 12 3-4p Weekdavs | Spots/Week | 3-4p Rate | :30 | NM | 2 | \$1,000.00 |
| Juli Dale | wild Date | VVGCNUAVS | -31111137VVPEK | M 210 | | | | |

Rate

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Contract / Revision Alt Order # 939457 / 9 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision **Democratic Senatorial Ca** 10/18/12 / 10/18/12

| *I for Ob Ot 1 | 5 / 5 | | | | _ | Spots/ | | | | |
|-------------------------------------|----------------------|----------------------|----------------------------|--------------------------|-------------|-------------|------|-------------|------|------------|
| | · | ate Description | | Start/End Time | Days | Length Week | Rate | Type S | pots | Amount |
| <u>Start Date</u> Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$500.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 53 WISN 11/06 | | | • | | | -20 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 3-4p <u>Rate</u> | | :30 | | NM | 1 | \$500.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$500.00 | | | | | | |
| 54 WISN 10/29 | /12 11/05/ | 12 DR. OZ | | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | _ | 4.,200.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15 | | | • | 5-530pm | | :30 | | NM | 4 | \$4,000.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> | | | | | | |
| Week: 10/12/12 | 10/28/12 | 1 | 1 | \$1,000.00 \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15 | /12 11/05/ | 12 News M-F | 5a | 5-6A | | :30 | | NIM | | 04 400 00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :50 | | NM | 4 | \$1,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 | | | | | | |
| 57 WISN 10/08 | | 12 News M-F | 6р | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | | | | | | 10,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/15/12 Week: 10/22/12 | 10/21/12 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 \$1,200.00 | | | | | | |
| 58 WISN 10/15 | | | e- | **** | | | | | | |
| Start Date | End Date | Weekdays | Spots/Week | 6-7A Rate | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | <u> </u> | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | i | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06 | /12 11/06/ | 12 News M-F | 6a | 6-7A | | :30 | | NM | 1 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | • | Ψ1,000.00 |
| Week: 11/05/12 | 11/11/12 | -1 | 1 | \$1,000.00 | | | | | | |
| 60 WISN 10/22 | | | ent Tonight | 630p-7pm | | :30 | | NM | 3 | \$2,550.00 |
| Start Date Week; 10/22/12 | End Date 10/28/12 | <u>Weekdays</u> 1 | Spots/Week | Rate | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$850.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$850.00 \$850.00 | | | | 1 | | |
| 61 WISN 10/08 | | | ing America | | | .00 | | | _ | |
| Start Date | End Date | Weekdays | ning America Spots/Week | 7-9a Rate | | :30 | | NM | 5 | \$5,000.00 |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| | | | | | | | | • | | |

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Contract / Revision Alt Order# 939457 06262067 1 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision **Democratic Senatorial Ca** 10/18/12 / 10/18/12

Totals

351

\$321,300.00

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate 11/11/12 Week: 11/05/12 \$1,000.00 62 WISN 11/06/12 11/06/12 Good Morning America 7-9a :30 NM 1 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 \$1,000.00 1 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! 9-10am :30 NM \$1,800.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1----1 \$450.00 Week: 10/22/12 10/28/12 1-----1 \$450.00 Week: 10/29/12 11/04/12 1----1 \$450.00 Week: 11/05/12 11/11/12 1----1 \$450.00 WISN 10/06/12 10/06/12 PostBadger PostBadger :30 NM 1 \$1,000.00 End Date Start Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----5-\$1,000.00 WISN 10/06/12 10/06/12 BIG 12 BadgerPost 630-7p, 6-630p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-\$1,500.00 1 WISN 10/04/12 10/04/12 LastResort Thu 7-8p :30 NM 1 \$3,000.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 \$3,000.00 WISN 10/04/12 10/05/12 News M-F 5a 5-6A :30 NM 1 \$350.00 Start Date End Date **Weekdays** Spots/Week Rate Week: 10/01/12 10/07/12 ---TF--1 \$350.00 WISN 10/06/12 10/06/12 Sa 458-6a 456-6AM :30 NM \$250.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 ----S-1 \$250.00 WISN 10/07/12 10/07/12 Su 458-6a 458-6AM :30 NM \$200.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/01/12 10/07/12 -**--**--S \$200.00 WISN 10/04/12 70 10/05/12 KATIE COURIC M-F 2-3P :30 NM 2 \$800.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 --TF--\$400.00 2 WISN 10/04/12 10/05/12 Nightline 11p-1130p :30 NM \$1,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TF--1 \$1,500.00 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE INSIDE HUD 1035 .30 NM 1 \$250.00 Start Date Spots/Week End Date Weekdays Rate Week: 10/01/12 10/07/12 ------1 \$250.00

Time Period # of Spots Gross Amount Net Amount 10/01/12 -10/28/12 251 \$232,100,00 \$197,285.00 10/29/12 -11/06/12 100 \$89,200.00 \$75,820.00 Totals 351 \$321,300.00 \$273,105,00

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| | Contract / Rev 939457 | isi / | <u>on</u> 9 | Alt Order # 06262067 |
|---------------------------------------|--------------------------|----------|----------------|---|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | | | Estimate # 1533 |
| Advertiser Democratic Senatoria | I Ca | | | ginal Date / Revision 0/18/12 / 10/18/12 |

| Signature: | Date: | |
|------------|-------|--|
|------------|-------|--|

Contract Agreement Between: CONTRACT

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 1 10 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 <u>Advertiser</u> Original Date / Revision **Democratic Senatorial Campaign Committee** 10/24/12 / 10/24/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 49 53 Agency Ref Advertiser Ref

| *Line Ch Start Date End Date Description | Start/End Time | Spot Days Length Wee | | Type S | inote | Amount |
|---|------------------|-------------------------|-------------|-------------|-------|-------------|
| 1 WISN 10/02/12 11/02/12 General Hospital | 2-3pm/1-2p | :30 | | | · | |
| Start Date End Date Weekdays Spots/M | | .50 | | NM | 10 | \$3,500.00 |
| Week: 10/01/12 | \$350.00 | | | | | |
| Week: 10/08/12 | \$350.00 | | | | | |
| Week: 10/15/12 | \$350.00 | | | | | |
| Week: 10/22/12 | \$350,00 | | | l | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$350.00 | | | | | |
| N 2 WISN 10/02/12 11/02/12 Late News 10PM | 10-1030p | :30 | | NINA | 40 | 040 0 |
| Start Date End Date Weekdays Spots/M | | .50 | | NM | 12 | \$19,200.00 |
| Week: 10/01/12 | \$1,600.00 | | | | | |
| Week: 10/08/12 | \$1,600.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Type | | |
| 3 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuWThF :30 | \$1,600.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | , | , | V1,000.00 | '*"" | | |
| 4 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuWThF :30 | \$1,600.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | 0.,000,00 | , ,,,, | | |
| Week: 10/15/12 10/21/12 -TWTF 4 | \$1,600.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,600.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | Туре | | |
| 10 WISN 10/22/12-10/28/12 Late News 10PM | 10-1030p | -TuWThF :30 | \$1,600.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34 | .13,34.14 | | ., | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$1,600.00 | | | | | |
| N 3 WISN 10/02/12 11/02/12 The View | 10-11am | :30 | | NM | 10 | \$5,000.00 |
| Start Date End Date Weekdays Spots/W | <u>leek</u> Rate | ,,,, | | 14141 | 10 | \$5,000.00 |
| Week: 10/01/12 | \$500.00 | | | | | |
| Week: 10/08/12 | \$500.00 | | | 1 | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Туре</u> | | |
| 3 WISN 10/08/12-10/14/12 The View | 10-11am | -TuwThF :30 | \$500.00 | NM | | |
| See MG 11.15,11.16,11.17 | | | | | • | |
| 4 WISN 10/08/12-10/14/12 The View | 10-11am | -TuWThF :30 | \$500.00 | NM | | |
| See MG 11.15,11.16,11.17 | | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$500.00 | | | ŀ | | |
| | | | | I. | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

10/24/12 / 10/24/12



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | 0 | Spots/ | | |
|--|-----------------------------|-----------------------|--|-------------------------|
| | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> | Rate | | | |
| 5 WISN 10/15/12-10/21/12 The View | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | 10-11am | -TuWThF :30 \$500.00 | NM | |
| 7 WISN 10/15/12-10/21/12 The View | 10-11am | -TuWThF :30 \$500.00 | A.4.4 | |
| See MG 5.9,5.10,5.11 | ro riam | -TuWThF :30 \$500.00 | NM | |
| Week: 10/22/12 10/28/12 -TwTF 3 | \$500.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$500.00 | | ŀ | |
| 4 WISN 10/02/12 11/02/12 Late News 1030PM | 1030p-11p | :30 | —————————————————————————————————————— | |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | NM 5 | \$4,750.00 |
| Week: 10/01/12 | \$950.00 | | | |
| Week: 10/08/12 | \$950.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 1 | \$950.00 | | | |
| Week: 10/22/12 10/28/12 -TwTF 1 | \$950.00 | | | |
| Week: 10/29/12 11/04/12 -TwTF 1 | \$950.00 | | | |
| N 5 WISN 10/02/12 11/02/12 Nightline | 11p-1130p | :30 | NM 9 | \$8,150.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 1 | <u>Rate</u> | | | 40,100.00 |
| had a declarate a service of | \$750.00 | | | |
| Week: 10/08/12 | \$750.00 | | | |
| Spot Ch Date Range Description | \$750.00 | 1Martida - A H | _ | |
| 3 WISN 10/15/12-10/21/12 Nightline | Start/End Time 11p-1130p | Weekdays Length Rate | <u>Type</u> | |
| See MG 5.9,5.10,5.11 | 11p-1130p | -TuWThF :30 \$750.00 | NM | |
| 4 WISN 10/15/12-10/21/12 Nightline | 11p-1130p | -TuwThF :30 \$750.00 | NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | .14 | | IVIVI | |
| 9 WISN 10/21/12-10/21/12 World News Tonight | *Sun 5-530p | SL :30 \$1,500.00 | NM | |
| (M) MG for 3.7,13.6,13.7,5.3 | • | *** | | |
| 10 WISN 10/28/12-10/28/12 World News Tonight | *Sun 5-530p | St :30 \$1,500.00 | NM | |
| | | | | |
| 11 WISN 10/21/12-10/21/12 News Sun 7-9a ⊕ MG for 3.7,13.6,13.7,5.3 | 7-9am | St :30 \$650.00 | NM | |
| Week: 10/22/12 10/28/12 -TWTF 2 | \$7E0.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$750.00 \$750.00 | | | |
| | | | | |
| 6 WISN 10/02/12 11/02/12 ANDERSON COOPER Start Date End Date Weekdays Spots/Week | M-F 11A-12P | :30 | NM 14 | \$3,150.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 | <u>Rate</u> \$225.00 | | | |
| Week: 10/08/12 | \$225.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$225.00 | | | |
| Week: 10/22/12 | \$225.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$225.00 | | | |
| 7 WISN 10/09/12 11/02/12 THE CHEW | 12P-1P | :30 | | |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | NM 8 | \$2,400.00 |
| Week: 10/08/12 | \$300.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 2 | \$300.00 | | | |
| Week: 10/22/12 10/28/12 -TWTF 2 | \$300.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$300.00 | | | |
| 8 WISN 10/02/12 11/02/12 KATIE COURIC | M-F 2-3P | :30 | NM 10 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | Ψ -1 ,000.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 Week: 10/08/12 10/14/12 -TWTF 2 | \$400.00 | | | |
| Week: 10/08/12 10/14/12 -TwTF 2 | \$400.00 | | l | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

Original Date / Revision 10/24/12 / 10/24/12



| | Contract / Revision | Alt Order# |
|---------------------|---------------------|------------|
| | 939457 / 10 | 06262067 |
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

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|-----------------|--------------|-----------------------|------------------|----------------|-------------|---|------------------------|-------------|------|-------------|
| | | | | | | Spo | nte/ | | | |
| *Line Ch Start | | ate Description | on | Start/End Time | Days | Length We | | TypeS | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | 1.0000000000000000000000000000000000000 | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$400.00 | | | | 1 | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$400.00 | | | | i | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$400.00 | | | | l | | |
| 9 WISN 10/02 | | 12 3-4p | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | 1 | | 7-,-00.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$500.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02 | | 12 DR. OZ | | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | 1 | | 1-10-00.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$600.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 2 | \$600.00 | | | | 1 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| N 11 WISN 10/02 | | | 5p | 5-530pm | | :30 | | NM | 14 | \$15,200.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 475,200.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | 1 | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| | ate Range | Descriptio | | Start/End Time | Weekdays | | <u>Rate</u> | <u>Type</u> | | |
| 3 WISN 10 | | | 5p | 5-530pm | -TuWThF | :30 | \$1,000.00 | NM | | |
| | 1.15,11.16,1 | 1.17 /12 News M-F | · | 5 500 | | | | | | |
| | 1.15,11.16,1 | | · op | 5-530pm | -TuWThF | :30 | \$1,000.0 0 | NM | | |
| | | 7.77 /12 World Nev | vo Tonight | M C., 520 C. | | | | | | |
| ⊕ MG for 13. | | | vs runight | M-Su 530-6p | Th | :30 | \$3,000.00 | NM | | |
| 16 WISN 10 | /13/12-10/13 | | ootball Game #1 | 11a-230 | | | 6700.00 | | | |
| | | | JOIDAN GAINE #1 | 114-250 | | Sa :30 | \$700.00 | NM | | |
| | | /12 Jimmy Kin | nmel | 1130-1230a | F | :30 | 8500.00 | 2124 | | |
| MG for 13. | | | | 1100-12008 | | .30 | \$500.00 | NM | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Spot Ch Da | ate Range | Description | n | Start/End Time | Weekdays | s <u>Length</u> | Rate | Type | | |
| 9 WISN 10 | /22/12-10/28 | /12 News M-F | - 5p | 5-530pm | -TuWThF | | \$1,000.00 | NM | | |
| | | | 11,34.12,34.13,3 | | , | .00 | Ψ1,000.00 | 14107 | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02 | /12 11/02/ | 12 News M-F | 5a | 5-6A | | :30 | | NIN A | 45 | AT 050 ** |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | NM | 15 | \$5,250.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$350.00 | | | | | | |
| N 13 WISN 10/02 | /12 11/02/ | 12 News M-F | 6p | 6-630pm | | :30 | | | | 040.5=== |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .30 | | NM | 10 | \$12,000.00 |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$1,200.00 | | | | · | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 3 | \$1,200.00 | | | | | | |
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Advertiser

Democratic Senatorial Ca



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Typo Spoto | A |
|--|---------------------------|---|-------------|-------------|
| Start Date End Date Weekdays Spots/Week | Rate | Days Length Week Rate | Type Spots | Amount |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 5 WISN 10/08/12-10/14/12 News M-F 6p | 6-630pm | -TuWThF :30 \$1,200.00 | NM | |
| See MG 11.15,11.16,11.17 | · | 7.7,200.00 | 1,,,,, | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$1,200.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 6 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | -TuWThF :30 \$ 1,200.00 | NM | |
| See MG 5.9,5.10,5.11 7 WISN 10/15/12-10/21/12 News M-F 6p | | | | |
| / WISN 10/15/12-10/21/12 News M-F 6p See MG 5.9,5.10,5.11 | 6-630pm | -TuWThF :30 \$1,200.00 | NM | |
| 8 WISN 10/15/12-10/21/12 News M-F 6p | 6 620nm | Turiths .00 or one on | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | 6-630pm 1.14 | -TuWThF :30 \$ 1,200.00 | NM | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,200.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 3 | \$1,200.00 | | | |
| 14 WISN 10/02/12 11/02/12 News M-F 6a | 6-7A | .20 | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 15 | \$15,000.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 | \$1,000.00 | | | |
| Week: 10/08/12 | \$1,000.00 | | | |
| Week: 10/15/12 | \$1,000.00 | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,000.00 | | | |
| Week: 10/29/12 11/04/12 -TwTF 4 | \$1,000.00 | | | |
| N 15 WISN 10/02/12 11/02/12 Entertainment Tonight | 630p-7pm | :30 | NM 8 | \$6,800.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | ΨΟ,000.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 Spot Ch Date Range Description | \$850.00 | | | |
| | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 1 WISN 10/01/12-10/07/12 Entertainment Tonight See MG 23.6 | 630p-7pm | -TuWThF :30 \$850.00 | NM | |
| Week: 10/08/12 | \$850.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | | |
| 4 WISN 10/08/12-10/14/12 Entertainment Tonight | 630p-7pm | | <u>Type</u> | |
| See MG 31.6 | coop i piii | -TuwThF :30 \$850.00 | NM | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$850.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 6 WISN 10/15/12-10/21/12 Entertainment Tonight | 630p-7pm | -TuWThF :30 \$850.00 | NM NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | .14 | F | , | |
| Week: 10/22/12 | \$850.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 8 WISN 10/22/12-10/28/12 Entertainment Tonight | 630p-7pm | -TuWThF :30 \$ 850.00 | NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 -TwTF 3 | | | | |
| | \$850.00 | | | |
| | 7-9a | :30 | NM 21 | \$21,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 3 | <u>Rate</u> \$1,000.00 | | | |
| Week: 10/08/12 | \$1,000.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 4 | \$1,000.00 | | | |
| Week: 10/22/12 10/28/12 -TWTF 5 | \$1,000.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 5 | \$1,000.00 | | | |
| 17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! | 9-10am | •20 | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM 14 | \$6,300.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 | \$450.00 | | | |
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Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

| Start Date End Date Weekdays Spots/Week S450.00 Week: 100/15/12 102/11/2 -TWTF 3 \$450.00 Week: 107/21/12 107/21/12 -TWTF 4 \$450.00 Week: 107/21/12 107/21/12 107/21/12 -TWTF 4 \$450.00 Week: 107/21/12 107/21/12 2020 TWTF 4 \$450.00 Week: 107/21/12 107/28/12 2020 TwTF 4 \$450.00 Week: 107/21/12 107/28/12 2020 TwTF 5 Spots/Week Sando 0.00 Start Date End Date Weekdays Spots/Week S3,000.00 Rate S3,000.00 Week: 107/28/12 107/28/12 2020 TwTF 1 S5,000.00 Week: 107/28/12 107/28 | *Line Ch Start Date End Da | ata Dagarintian | | Charter of Time | D | Spot | | , | | |
|--|----------------------------|-----------------|----------------|------------------|----------|---------------|-----------------------|-------|------|------------------------|
| Week: 10/08/12 10/14/12 TWTF 2 \$450.00 | | <u>'</u> | O | · | Days | Length wee | k Rate | TypeS | pots | Amount |
| Week: 10/15/12 10/21/12 -THYTF- | | | | | | | | | | |
| Week: 10/22/12 10/28/12 | | | | | | | | | | |
| Week: 10/28/12 11/04/12 2020 | Week: 10/22/12 10/28/12 | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week S,000.00 | Week: 10/29/12 11/04/12 | -TWTF | 4 | | | | | İ | | |
| Start Date End Date Weekdays Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spo | 18 WISN 10/26/12 10/26/1: | 2 2020 | | Fri 9-10p | ···· | -30 | | NM | 4 | \$3,000,00 |
| N 19 WISN 10/08/12 11/05/12 Dancing Prime Other Start Date End Date Weekays Spots/Week Rate S5,000.00 | | | Spots/Week | • | | .00 | | 14141 | * | \$5,000.0 0 |
| Start Date | | 1 | 11 | \$3,000.00 | | | | | | |
| Week: 10/08/12 10/08/12 10/14/12 1 1 \$5,000.00 | | - | | Prime Other | | :30 | | NM | 4 | \$20,000.00 |
| Week: 10/15/12 10/21/12 1 | | | | | | | | | | , |
| Week: 10/22/12 10/28/12 1 1 \$5,000.00 | | Ī | • | • | | | | | | |
| Spot Ch | | _ | • | • | | | | | | |
| 3 WISN 10/22/12-10/28/12 Dancing Prime Other N= | | - | j | • | Mookdou | . Lamette | D-4- | _ | | |
| See MG 19.6 6 W/SN 10/22/12-10/28/12 Dancing Mon 7-8p M | | | | | M | | | | | |
| ⊕ See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 11/04/12 1 | | | | i iiiio Otiici | M | .30 | \$3,000.00 | IVIVI | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 | | | | | M | :30 | \$5.000.00 | NM | | |
| N 20 WISN 10/22/12 10/29/12 Castle Spots/Week Spots/Week Start Date Type Start Date Type Start Date Type Start Date Type Start Date Type Start Date Type Start Date Type Start Date Type Start Date Type Start Date Start D | | | 34.12,34.13,34 | | | | , | ,,,,, | | |
| N 20 WISN 10/22/12 10/29/12 Castle | | - | • | | | | | ı | | |
| Start Date End Date Weekdays Spots/Week Rate | | | 11 | \$5,000.00 | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate \$4,000.00 | | | | Mon 9-10p | | :30 | | NM | 0 | \$0.00 |
| Spot Ch | | | | | | | | | | * |
| 1 WISN 10/22/12-10/28/12 Castle Mon 9-10p M :30 \$4,000.00 NM Credited Week: 10/29/12 11/04/12 1 1 \$4,000.00 Spot Ch Date Range Description Start/End Time Mon 9-10p M :30 \$4,000.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 NM Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/121 1 \$600.00 Week: 10/08/12 10/14/121 1 \$600.00 Week: 10/15/12 10/28/121 1 \$600.00 Week: 10/29/12 11/04/12 | | _ | ı | | Madala | | 5. | _ | | |
| Credited Week: 10/29/12 11/04/12 1 1 \$4,000.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type Mon 9-10p M :30 \$4,000.00 N/M See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Start Date End Date Weekdays Spots/Week Rate N/O1/12 10/07/12 1 1 \$600.00 Week: 10/08/12 10/14/12 1 1 \$600.00 Week: 10/15/12 10/21/12 1 1 \$600.00 Week: 10/29/12 11/04/12 1 1 \$600.00 Week: 10/29 | | | | | | | | | | |
| Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type Mon 9-10p M :30 \$4,000.00 NIM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 | | 2 00000 | | ион э-тор | V | : :30 | \$4,000.00 | NM | | |
| Spot Ch Date Range Description Start/End Time Mon 9-10p Weekdays Length Rate Mon 9-10p Type Mon 9-10p 2 WISN 10/29/12-11/04/12 Castle Mon 9-10p M | Week: 10/29/12 11/04/12 | 1 | 1 | \$4,000,00 | | | | | | |
| 2 W/SN 10/29/12-11/04/12 Castle Mon 9-10p M :30 \$4,000.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 21 W/SN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 | | | | Start/End Time | Weekdays | Length | Rate | Type | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm 10-1035p :30 NM 5 \$3,000.00 Start Date | | | | | M | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 1- 1 \$600.00 Week: 10/08/12 10/14/12 1- 1 \$600.00 Week: 10/15/12 10/21/12 1- 1 \$600.00 Week: 10/22/12 10/28/12 1- 1 \$600.00 Week: 10/29/12 11/04/12 1- 1 \$600.00 | | | | 1.14 | | | | | | |
| Week: 10/01/12 10/07/121- 1 \$600.00 Week: 10/15/12 10/21/121- 1 \$600.00 Week: 10/22/12 10/28/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 | | | | 10-1035p | | :30 | | NM | 5 | \$3,000.00 |
| Week: 10/08/12 10/14/12 1- 1 \$600.00 Week: 10/15/12 10/21/12 1- 1 \$600.00 Week: 10/22/12 10/28/12 1- 1 \$600.00 Week: 10/29/12 11/04/12 1- 1 \$600.00 | Meek: 10/01/12 | | | | | | | | | , |
| Week: 10/15/12 10/21/121- 1 \$600.00 Week: 10/22/12 10/28/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 | | _ | 1 | | | | | | | |
| Week: 10/22/12 10/28/121- 1 \$600.00 Week: 10/29/12 11/04/121- 1 \$600.00 | | _ | 1 | | | | | | | |
| Week: 10/29/12 11/04/121 1 \$600.00 | | _ | 1 | | | | | | | |
| 20 MION JOHOUR JOHOUR D. H. T. H. H. | | 1- | 1 | | | | | | | |
| 22 WISN 10/13/12 10/13/12 College Football Game #2 230p-6p :30 NM 1 \$6,500.00 | 22 WISN 10/13/12 10/13/12 | College Footh | all Game #2 | | | .20 | | | | |
| Start Date End Date Weekdays Spots/Week Rate | | | | | | .30 | | NM | 1 | \$6,500.00 |
| Week: 10/08/12 10/14/121- 1 \$6,500.00 | Week: 10/08/12 10/14/12 | | | | | | | | | |
| Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type | | | | Start/End Time | Weekdays | <u>Length</u> | Rate | Type | | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 230p-6pSa :30 \$6,500.00 NM | | 2 College Footb | oall Game #2 | 230p-6p | 9 | ia :30 | | | | |
| See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6pSa :30 \$6.500.00 NM | | 2 Collogo E# | | 000 - 0 | | _ | | | | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER 230p-6pSa :30 \$6,500.00 NM ⊕ MG for 22.1 10/13 | | 2 College Footo | all BADGER | 230 p -6p | | 5a :30 | \$6,500.00 | NM | | |
| 23 WISN 10/06/12 11/03/12 Nove Se St C20- | · | Nous Se C- C | 20- | C COO | | | | | | |
| 23 WISN 10/06/12 11/03/12 News Sa 6p-630p 6-630pm :30 NM 8 \$8,250.00 | | | | • _ | | :30 | | NM | 8 | \$8,250.00 |
| Week: 10/01/12 10/07/121- 1 \$500.00 | | | | | | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| 939457 / | | | Alt Order # 06262067 | |
|---------------------------------------|--------------------|-----|---|---|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | | Estimate # 1533 | 7 |
| Advertiser Democratic Senatoria | I Ca | 1 ' | ginal Date / Revision 0/24/12 / 10/24/12 | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|-------------------------|---------------------------------|--------------------------|------------|
| Start Date End Date Weekdays Spots/We | eek Rate | y | Type Opols | Amount |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Т</u> уре | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p See MG 23.6 | 6-630pm | Sa :30 \$500.00 | NM | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM ❤ MG for 15.1,23.1 | 1030p-11p | MTuWThF :30 \$1,350.00 | MM | |
| Week: 10/08/12 10/14/121- 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Tuna | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p See MG 23.7,23.8,23.9,23.10 | 6-630pm | Sa :30 \$500.00 | <u>Type</u> <i>NM</i> | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2WISN 10/10/12-10/12/12 Late News 1030PM | 4000 44 | | | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 1030p-11p | WThF :30 \$1,500.00 | NM | |
| 9 WISN 10/10/12-10/12/12 Late News 1030PM → MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 1030p-11p | WThF :30 \$1,500.00 | NM. | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar ⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 | M-Su 6-1030PM | Sa :30 \$900.00 | NM | |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM 4 | \$800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/08/12 10/14/121- 1 | | | , | Ψ000.00 |
| Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1 | \$200.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 \$200.00 | | | |
| N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | -20 | | |
| Start Date End Date Weekdays Spots/We | • | :30 | NM 3 | \$2,100.00 |
| Week: 10/01/12 10/07/121- 1 | \$700.00 | | | |
| Week: 10/08/12 10/14/121- 1 | \$700.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Sa :30 \$700.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 | | | | |
| Week: 10/15/12 10/21/121- 1 | \$700.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 3 WISN 10/15/12-10/21/12 News Sa 6p-630p | 6-630pm | Sa :30 \$700.00 | NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.1. Week: 10/22/12 10/28/121- 1 | • | | | |
| 101 1 10100110 | \$700.00 | | | |
| | \$700.00 | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Wee | 6-7a | :30 | NM 5 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1- 1 | | | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | |
| Week: 10/15/12 10/21/121- | \$600.00 \$600.00 | | | |
| Week: 10/22/12 10/28/121- | \$600.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | İ | |
| 27 WISN 10/20/12 11/03/12 SA 630-7p | | | | |
| Start Date End Date Weekdays Spots/Wee | 630p-7p | :30 | NM 0 | \$0.00 |
| Week: 10/15/12 10/21/121 1 | <u>Rate</u> \$500.00 | | | |



Contract / Revision Alt Order # 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

| WISN TV ww.wisn.com | Adve Dem | | enatorial Ca | | Original Date / Revi 10/24/12 / 10 | ision 0/24/12 |
|---|----------------|------|-----------------------|------|---------------------------------------|------------------|
| Line Ch Start Date End Date Description | Start/End Time | Days | Spots/ Length Week | Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | , уро броко | ATTOUTE |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|---|---|--------------------------|------------|
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 SA 630-7p | <u>Rate</u> Start/End Time 630p-7p | Weekdays Length Rate Sa :30 \$500.00 | Type NM | Amount |
| See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 | \$0.00 \$500.00 | | | |
| 2 WISN 10/29/12-11/04/12 SA 630-7p See MG 23.7,23.8,23.9,23.10 | Start/End Time 630p-7p | <u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$500.00 | <u>Type</u> NM | |
| 28 WISN 10/13/12 10/27/12 Sat 630-7p Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121- 1 | 630-7p <u>Rate</u> \$1,000.00 | :30 | NM 3 | \$2,000.00 |
| <u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/08/12-10/14/12 Sat 630-7p See MG 28.3,28.4 | Start/End Time 630-7p | Weekdays Length Rate Sa :30 \$1,000.00 | <u>Type</u> NM | |
| 3 WISN 10/16/12-10/19/12 Jimmy Kimmel → MG for 28.1 10/13 | 1130-1230a | -TuWThF :30 \$500.00 | NM | |
| 4 WISN 10/16/12-10/19/12 Jimmy Kimmel ⊕ MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 | 1130-1230a \$0.00 | -TuWThF :30 \$500.00 | NM | |
| Week: 10/22/12 10/28/121- 1 | \$1,000.00 | | | |
| 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 1 Week: 10/08/12 10/14/12 0 | Rate \$1,000.00 \$0.00 | :30 | NM 3 | \$3,000.00 |
| Week: 10/15/12 10/21/122- 2 30 WISN 10/13/12 11/03/12 News Sat 7-9a | \$1,000.00 | | ····· | |
| Start Date End Date Weekdays Spots/Week | 7-9am <u>Rate</u> \$450.00 \$450.00 \$450.00 | :30 | NM 4 | \$1,800.00 |
| Week: 10/29/12 11/04/121- 1 | \$450.00 | | | |
| 31 WISN 10/07/12 11/04/12 Late News 10pm Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1 Week: 10/08/12 10/14/121 1 | 10p-1030p <u>Rate</u> \$1,600.00 \$1,600.00 | :30 | NM 5 | \$8,850.00 |
| Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 Late News 10pm | Start/End Time 10p-1030p | Weekdays Length Rate St :30 \$1,600.00 | <u>Type</u> <i>NM</i> | |
| See MG 31.6 6 WISN 10/15/12-10/15/12 World News Tonight | M-Su 530-6p | M: :30 \$2,450.00 | NM | |
| | \$1,600.00 \$1,600.00 \$1,600.00 | | | |
| 32 WISN 10/14/12 11/04/12 Late News SU 1030PM Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1 | 1030p-11p <u>Rate</u> \$950.00 \$950.00 \$950.00 \$950.00 | :30 | NM 4 | \$3,800.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time Da | Spo ays Length We | | Type S | pots | Amount |
|--|---|----------------------|-------------|--------|------|-------------|
| Start Date End Date Weekdays Spots/Week | Rate | | | | 1 | |
| 33 WISN 10/14/12 11/04/12 Su 458-6a | 458-6AM | :30 | | NM | 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | 1111 | 7 | Φ000.00 |
| Week: 10/08/12 10/14/121 1 | \$200.00 | | | | | |
| Week: 10/15/12 10/21/121 1 Week: 10/22/12 10/28/121 1 | \$200.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$200.00 \$200.00 | | | | | |
| N 34 WISN 10/07/12 11/04/12 News Sun 530pm | | | | | | |
| Start Date End Date Weekdays Spots/Week | 530-6p | :30 | | NM | 13 | \$23,650.00 |
| Week: 10/01/12 10/07/121 1 | <u>Rate</u> \$500.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$500.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$500.00 | | | 1 | | |
| Spot Ch Date Range Description | Start/End Time We | ekdays Length | Rate | Туре | | |
| 3 WISN 10/15/12-10/21/12 News Sun 530pm | | St :30 | \$500.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | | | | | | |
| 6 WISN 10/29/12-11/02/12 3-4p | 3-4p MTi | IWThF :30 | \$1,350.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 7 WISN 10/25/12-10/25/12 LastResort | | | | | | |
| ⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 | Thu 7-8p | Th :30 | \$3,400.00 | NM | | |
| 8 WISN 10/29/12-11/02/12 DR. OZ | | ıWThF :30 | \$1,275.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 | | | Ψ1,275.00 | LAIAI | | |
| 9 WISN 10/29/12-11/02/12 DR. OZ | 4P-5P MTL | :WThF :30 | \$1,275.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 | 5,46.1,3.5,5.4,20.2,34.3 | | • | | | |
| 10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWAF | RC7-10PM | Th :30 | \$12,000.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 11 WISN 10/29/12-11/02/12 Jimmy Kimmel | | | | | | |
| ⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 | 1130-1230a / 11P-MTu | WThF :30 | \$250.00 | NM | | |
| 12 WISN 10/29/12-11/02/12 Jimmy Kimmel | 5,46. 1,3.5,5.4,20.2,34.3 1130-1230a / 11P-MTL | WThF :30 | 6350.00 | | | |
| (H) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 | 3.46 1 3 5 5 4 20 2 34 3 | 06 | \$250.00 | NM | | |
| 13 WISN 10/29/12-11/02/12 Jimmy Kimmel | 1130-1230a / 11P-MTL | WThF :30 | \$250.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 | 5,46.1,3.5,5.4,20.2,34.3 | | 4400.00 | '''' | | |
| 14 WISN 10/28/12-10/28/12 Late News Rotation | M-F/Su 10p-11p/S: | :30 :30 | \$1,600.00 | NM | | |
| ⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15.6 Week: 10/22/12 10/28/121 1 | | | | | | |
| Week: 10/22/12 10/28/121 1 Week: 10/29/12 11/04/121 1 | \$500.00 | | | | | |
| | \$500.00 | | | | | |
| 35 WISN 10/07/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/Week | 6-7a | :30 | | NM | 5 | \$2,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1 | <u>Rate</u> \$400.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | |
| 36 WISN 10/21/12 10/21/12 Once | Sun 7-8p | :30 | | NM | 1 | £2 £00 00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | | 1 4101 | , | \$2,500.00 |
| Week: 10/15/12 10/21/121 1 | \$2,500.00 | | | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | | NM | 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1 | Rate | | | | - | ,550.00 |
| tat 1 ramana manana | \$400.00 | | | | | |
| Minds doubled to the second | \$400.00 | | | | | |
| week: 10/15/12 10/21/121 1 | \$400.00 | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Specified.

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10/24/12 / 10/24/12



Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| | | ilociatic deflatorial Ca | | 10,24/12 | <i>i</i> 10 | 1124112 |
|--|---------------------------|--------------------------|---------------------------|--------------------------|-------------|-------------|
| | | | | | | , <u>"</u> |
| *Line Ch Start Date End Date Description | Start/End Time | Spo Days Length Wed | | Type S _l | nnte | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | - Tato | 19000 | 7013 | Amount |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George Ste | ep930-1030am | :30 | | NM | 2 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | , , , , | _ | Ψ2,000.00 |
| Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/12 0 | \$1,000.00 | | | | | |
| 1M11 40/00/40 | \$0.00 | | | | | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1 | \$0.00 | | | | | |
| | \$1,000.00 | | | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults Start Date End Date Weekdays Spots/Week | Tue 7-8p | :30 | | NM | 3 | \$12,500.00 |
| Week: 10/08/12 10/14/12 -1 1 | <u>Rate</u> \$5,000.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Poto | Tura | | |
| 1 WISN 10/08/12-10/14/12 DanceResults | Tue 7-8p | -Tu: :30 | <u>Rate</u> \$5,000,00 | <u>Type</u> <i>NM</i> | | |
| See MG 39.3,39.4 | • | ,,,, | 40,000.00 | 14141 | | |
| 3 WISN 10/08/12-10/14/12 DWTS Results | Tue 8-9p | -Tu: :30 | \$5,000.00 | NM | | |
| ⊕ MG for 40.2,39.1 | _ | | | | | |
| 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis | Tue 7-8p | -Tu: :30 | \$2,500.00 | NM | | |
| Week: 10/15/12 10/21/12 0 | # 0.00 | | | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$0.00 \$5,000.00 | | | | | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | <u> </u> | | | | | |
| Start Date End Date Weekdays Spots/Week | Tue 8-9p Rate | :30 | | NM | 1 | \$2,500.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | | |
| 1 WISN 10/01/12-10/07/12 HappyEnd | Tue 8-9p | -Tu: :30 | \$2,500.00 | NM | | |
| See MG 40.3 | | | , | ''''' | | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu: :30 | \$2,500.00 | NM | | |
| 4 WISN 10/01/12-10/07/12 DWTS | T 7 0 | | | | | |
| ⊕ MG for 40.3 10/02 | Tue 7-8p | -Tu: :30 | \$2,500.00 | NM | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Data | Tura | | |
| 2 WISN 10/08/12-10/14/12 HappyEnd | Tue 8-9p | -Tu :30 | <u>Rate</u> \$2,500.00 | <u>Type</u> NM | | |
| See MG 39.3,39.4 | | | \$2,000.00 | IVIVI | | |
| 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | | NM | 2 | £4 400 00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | | 14141 | 2 | \$4,400.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | | | |
| Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 PrivatePractice | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| See MG 41.4 | Tue 9-10p | -Tu: :30 | \$ 2,200.00 | NM | | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 0 10n | 71. 00 | | | | |
| ⊕ MG for 41.1 10/02 | Thu 9-10p | Th :30 | \$2,200.00 | NM | | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | • | | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice | Tue 9-10p | -Tu:30 | \$2,200.00 | NM | | |
| Credited | | | | | | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1 | \$0.00 | | | | | |
| vveek: 10/29/12 11/04/12 -1 1 | \$2,200.00 | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 Democratic Senatorial Ca / 10/24/12

| the Ob Chat Date E. (D.) D. | <u>-</u> | Spots/ | | |
|---|------------------------------|---|------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week N 42 WISN 10/16/12 10/30/12 HappyEnd | Rate | | | |
| Start Date End Date Weekdays Spots/Week | Tue 8-9p | :30 | NM 1 | \$3,000.00 |
| Week: 10/15/12 10/21/12 -1 1 | <u>Rate</u> \$3,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 1 WISN 10/15/12-10/21/12 HappyEnd | Tue 8-9p | -Tu - :30 \$3,000.00 | NM | |
| Credited Week: 10/22/12 10/28/12 -1 1 | ******* | | | |
| Week: 10/22/12 | \$3,000.00 Start/End Time | Monkdova Laurih Dit | _ | |
| 2 WISN 10/22/12-10/28/12 HappyEnd | Tue 8-9p | <u>Weekdays</u> <u>Length</u> <u>Rate</u> -Tu :30 \$3,000,00 | Type NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | | .50 \$6,000.00 | 74107 | |
| Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 | 230p-6p | :30 | NM 1 | \$7,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1 | Rate | | | ** |
| • | \$7,000.00 | | | |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footba Start Date End Date Weekdays Spots/Week | ll 7-1030p Rate | :30 | NM 2 | \$2,600.00 |
| Week: 10/29/12 11/04/122 2 | \$1,300.00 | | | |
| 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | :30 | NM 2 | £450.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 14101 | \$450.00 |
| Week: 10/22/12 10/28/122 2 | \$225.00 | | | |
| N 46 WISN 10/22/12 10/22/12 General Hospital | 2-3pm/1-2p | :30 | NM 0 | \$0.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1 | <u>Rate</u> \$350.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 1 WISN 10/22/12-10/28/12 General Hospital | 2-3pm/1-2p | M :30 \$350.00 | NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | 4.14 | | | |
| 47 WISN 11/06/12 11/06/12 General Hospital | 2-3pm/1-2p | :30 | NM 1 | \$350.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u> \$350.00 | | | |
| 48 WISN 10/15/12 11/05/12 Late News 10PM | | | | |
| Start Date End Date Weekdays Spots/Week | 10-1030p Rate | :30 | NM 4 | \$6,400.00 |
| Week: 10/15/12 10/21/12 1 1 | \$1,600.00 | | | |
| Week: 10/22/12 10/28/12 1 1 | \$1,600.00 | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,600.00 | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,600.00 | | | |
| N 49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week | 10-11am | :30 | NM 3 | \$1,500.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 | <u>Rate</u> \$500.00 | | | |
| Week: 10/22/12 10/28/12 1 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 2 WISN 10/22/12-10/28/12 The View | 10-11am | M:30 \$500.00 | NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 Week: 10/29/12 11/04/12 1 1 | | | ļ | |
| Week: 11/05/12 11/11/12 1 1 | \$500.00 \$500.00 | | j | |
| 50 WISN 11/06/12 11/06/12 The View | | .00 | | |
| Start Date End Date Weekdays Spots/Week | 10-11am Rate | :30 | NM 1 | \$500.00 |
| Week: 11/05/12 11/11/12 -1 1 | \$500.00 | | l | |
| 51 WISN 10/15/12 11/05/12 ANDERSON COOPER | M-F 11A-12P | :30 | NM 4 | \$900.00 |
| | | | | ΨΦΟΟ.ΟΟ |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 10 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/24/12 / 10/24/12 Democratic Senatorial Ca

| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Spots Length Week | | Type S | Snote | Amount |
|-------------------------------------|-------------------------------------|------------------------------|---------------------------------------|----------------------------|--------------|----------------------|-------------------------|-------------|-------|-------------|
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | .,,,,, | poto | Amount |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$225.00 | | | | - 1 | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | - 1 | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 11 | \$225.00 | | | | | | |
| 52 WISN 10/29 | | | | 3-4p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | l | | |
| | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 53 WISN 11/06 | | - · L- | 0 | 3-4p | | :30 | | NM | 1 | \$500.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | Weekdays -1 | Spots/Week 1 | <u>Rate</u> \$500.00 | | | | | | |
| 54 WISN 10/29/ | ****** | | · · · · · · · · · · · · · · · · · · · | | | | | ··· | | |
| Start Date | /12 11/05/ ⁻ End Date | 12 DR. OZ <u>Weekdays</u> | Spoto Micale | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Week: 10/29/12 | 11/04/12 | 1 | Spots/Week 1 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| 55 WISN 10/15/ | 12 11/05/ | 12 News M-F | in . | 5-530pm | | -20 | | | | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 56 WISN 10/15/ | 12 11/05/1 | 2 News M-F 5 | ia | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | 7 | Ψ1,400.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 | 1 | \$350.00 | | | | l | | |
| | | | i i | \$350.00 | | | | | | |
| 57 WISN 10/08/ | | | • | 6-630pm | | :30 | | NM | 5 | \$6,000.00 |
| Start Date Week: 10/08/12 | End Date 10/14/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,200.00 | | | | | | |
| 58 WISN 10/15/ | 12 11/05/1 | 2 News M-F 6 | ia | 6-7A | | :30 | | A18.6 | 4 | 0.4.000.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | MM | 4 | \$4,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| 59 WISN 11/06/ | | | a | 6-7A | | :30 | | NM | 1 | \$1,000.00 |
| <u>Start Date</u> Week: 11/05/12 | End Date | Weekdays | Spots/Week | Rate | | | | | | * 1,0 20.00 |
| | 11/11/12 | _ | 1 | \$1,000.00 | | | | | | |
| N 60 WISN 10/22/ | | | - | 630p-7pm | | :30 | | NM | 2 | \$1,700.00 |
| <u>Start Date</u> Week: 10/22/12 | End Date 10/28/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> | | | | | | |
| | e Range | Description | • | \$850.00 Start/End Time | Maakda | ia lamath | Data | | | |
| | | 12 Entertainme | | 630p-7pm | Weekday M | | <u>Rate</u> \$850.00 | Type N/A | | |
| | | 34.9,34.10,34.1 | | | [F] | 50 | ⊕000.00 | NM | | |
| | · | • | | | | | | 1 | | |



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 10 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 10/24/12 / 10/24/12

Totals

345

\$321,300.00

| #1 in a Ob Ob (D) | E 15 . 5 | | | | Spots/ | | | |
|---|--|---------------------------------------|---------------------------|---------------|-----------|-------|-------|-------------|
| *Line Ch Start Date | | | Start/End Time | Days Length V | Veek Rate | Туре | Spots | Amount |
| | <u>d Date</u> <u>Weekda</u> /04/12 | <u>ys</u> <u>Spots/Week</u> | <u>Rate</u> \$850.00 | | | | | |
| | /11/12 1 | - 1 | \$850.00 | | | | | |
| 61 WISN 10/08/12 | | Morning America | 7-9a | .00 | | | _ | |
| | d Date Weekda | | Rate | :30 | | MM | 5 | \$5,000.00 |
| Week: 10/08/12 10/ | 14/12 | | \$1,000.00 | | | | | |
| | /21/12 1 | - 1 | \$1,000.00 | | | | | |
| | /28/12 1 | - 1 | \$1,000.00 | | | | | |
| | (04/12 1 | | \$1,000.00 | | | | | |
| | 11/12 1 | · · · · · · · · · · · · · · · · · · · | \$1,000.00 | | | | | |
| 62 WISN 11/06/12 | | Morning America | 7-9a | :30 | | NM | 1 | \$1,000.00 |
| | <u>d Date</u> <u>Weekda</u> /11/12 -1 | | <u>Rate</u> \$1,000.00 | | | | | |
| 63 WISN 10/15/12 | · · · · · · · · · · · · · · · · · · · | WITH KELLY! | | | | | | |
| | d Date Weekda | | 9-10am Rate | :30 | | NM | 4 | \$1,800.00 |
| | 21/12 1 | - <u>opotgyvicek</u> - 1 | \$450.00 | | | | | |
| Week: 10/22/12 10/ | 28/12 1 | - 1 | \$450.00 | | | | | |
| | 04/12 1 | - 1 | \$450.00 | | | | | |
| Week: 11/05/12 11/ | 11/12 1 | 1 | \$450.00 | | | | | |
| 64 WISN 10/06/12 | 10/06/12 PostB | | PostBadger | :30 | | NM | 1 | \$1,000.00 |
| | <u>d Date</u> Weekday | | Rate | | | | | + 1,000.00 |
| | 07/12S- | * | \$1,000.00 | | | | | |
| | 10/06/12 BIG 1 <u>d Date</u> Weekday | 2 BadgerPost | 630-7p, 6-630p | :30 | | NM | 1 | \$1,500.00 |
| | 07/12S- | | <u>Rate</u> \$1,500.00 | | | | | |
| 66 WISN 10/04/12 | 10/04/12 LastR | esort | Thu 7-8p | :30 | | NM | 1 | \$3,000.00 |
| Start Date End | Date Weekday | | <u>Rate</u> | | | 14141 | ı | \$3,000.00 |
| | 07/12T | 1 | \$3,000.00 | | | | | |
| 67 WISN 10/04/12 | | M-F 5a | 5-6A | :30 | | NM | 1 | \$350.00 |
| | <u>1 Date</u> <u>Weekday</u> 07/12TF | | Rate | | | | | |
| 68 WISN 10/06/12 | | | \$350.00 | | | ···· | | |
| | 10/06/12 Sa 45 <u>i Date</u> <u>Weekday</u> | | 456-6AM | :30 | | NM | 1 | \$250.00 |
| | 07/12S- | | <u>Rate</u> \$250.00 | | | | | |
| 69 WISN 10/07/12 | 10/07/12 Su 45 | 8-6a | 458-6AM | :30 | | NM | ٠ | 00000 |
| Start Date End | Date Weekday | | Rate | .50 | | INIVE | 1 | \$200.00 |
| Week: 10/01/12 10/ | 07/12S | 1 | \$200.00 | | | | | |
| | | COURIC | M-F 2-3P | :30 | | NM | 2 | \$800.00 |
| | Date Weekday | | Rate | · | | | _ | 4000.00 |
| | 07/12TF | | \$400.00 | | | | | |
| | 10/05/12 Nightli | | 11p-1130p | :30 | | NM | 1 | \$1,500.00 |
| | <u>Date</u> <u>Weekday</u> 07/12TF | | <u>Rate</u> \$1,500.00 | | | | | |
| *************************************** | | · | | | | | | |
| | Date Weekday | E THE HUDDLE Spots/Week | INSIDE HUD 1035 | :30 | | NM | 1 | \$250.00 |
| | 07/12S- | 1 | <u>Rate</u> \$250.00 | | | | | |
| | | | | | Totala | | 245 | £224 000 00 |



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | 939457 / | 10 | 06262067 |
|---------------------------------------|--------------------|-----|-----------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | | Estimate # 1533 |
| Advertiser Democratic Senatoria | l Ca | - 1 | ginal Date / Revision |

| Time Period | # of Spots | Gross Amount | Net Amount | | |
|--------------------|------------|--------------|-----------------------|--|--|
| 10/01/12 -10/28/12 | 239 | \$219,450.00 | \$186,532 <i>.</i> 50 | | |
| 10/29/12 -11/06/12 | 106 | \$101,850.00 | \$86,572.50 | | |
| Totals | 345 | \$321,300.00 | \$273,105.00 | | |

| Signature: Date: | |
|------------------|--|
|------------------|--|

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| ! | Contract / Rev | ision | Alt Order# | |
|--------------------------|----------------|---------|---------------|----------------|
| | 939457 | / 11 | 06262067 | |
| Product | | | | , |
| DSCC-IE | | | | |
| Contract Dates | Estimate # | | | |
| 10/02/12 - 11/06/12 | 1533 | | | |
| <u>Advertiser</u> | | | Original Date | / Revision |
| Democratic Senatorial Ca | ampaign Com | mittee | 10/29/12 | / 10/29/12 |
| | Billing Cycle | Billing | Calendar | Cash/Trade |
| | EOM/EOC | Broado | cast | Cash |
| | Station | Accou | nt Executive | Sales Office |
| | WISN | Will Hi | ldebrandt | HRP -Washingto |
| | Special Hand | ing | | |
| | Demographic | | | |
| | Adults 35+ | | | |
| | | | | |
| | IDB# | Adver | tiser Code | Product Code |
| | 8091 | 49 | | 53 |
| | Agency Ref | | Advertise | r Ref |
| | | | | |

Spots/ Length Week Rate Type Spots Amount Start/End Time Days *Line Ch Start Date End Date Description \$3,150.00 NM WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 Start Date End Date Weekdays Spots/Week Rate 2 \$350.00 -TWTF--Week: 10/01/12 10/07/12 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 2 \$350.00 10/28/12 -TWTF--Week: 10/22/12 Weekdays Length Rate Type Start/End Time Spot Ch Date Range Description -TuWThF-:30 \$350.00 NM 2-3pm/1-2p General Hospital 8 WISN 10/22/12-10/28/12 See MG 45.3,45.4,45.5 \$350.00 -TWTF--Week: 10/29/12 11/04/12 Late News 10PM :30 NM 11 \$17,600.00 11/02/12 10-1030p WISN 10/02/12 Start Date **End Date** Weekdays Spots/Week Rate \$1,600.00 Week: 10/01/12 10/07/12 -TWTF--2 -TWTF--2 \$1,600.00 Week: 10/08/12 10/14/12 Length Rate Type Start/End Time <u>Weekdays</u> Spot Ch Date Range <u>Description</u> NM -TuWThF-:30 \$1,600.00 3 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p See MG 23.7,23.8,23.9,23.10 -TuWThF----:30 \$1,600.00 NM 4 WISN 10/08/12-10/14/12 Late News 10PM 10-1030p See MG 23.7,23.8,23.9,23.10 4 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--10/28/12 -TWTF--3 \$1,600.00 Week: 10/22/12 Туре Start/End Time Weekdays Length <u>Rate</u> Spot Ch Date Range Description NM 10 WISN 10/22/12-10/28/12 Late News 10PM 10-1030p -TUWThE----:30 \$1,600.00 See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 -TuWThF----\$1,600.00 NM 10-1030p :30 11 WISN 10/22/12-10/28/12 Late News 10PM See MG 45.3,45.4,45.5 11/04/12 -TWTF--4 \$1,600.00 Week: 10/29/12 :30 NM 10 \$5,000.00 10-11am 11/02/12 The View WISN 10/02/12 Spots/Week End Date Weekdays Rate Start Date Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--

(* Line Transactions: N = New, E = Edited, D = Deleted)



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Alt Order # Contract / Revision 06262067 939457 / 11

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision <u>Advertiser</u> 10/29/12 / 10/29/12 **Democratic Senatorial Ca**

| | | Spots/ | | |
|---|---------------------------|---|--------------------------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 3 WISN 10/08/12-10/14/12 The View | 10-11am | -TuwThF :30 \$500.00 | NM | |
| See MG 11.15,11.16,11.17 | | | | |
| 4 WISN 10/08/12-10/14/12 The View | 10-11am | -TuWThF :30 \$500.00 | NM | |
| See MG 11.15,11.16,11.17 | ¢ E00.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$500.00 | Mankdaya Lanath Bata | Tuna | |
| Spot Ch Date Range Description 5 WISN 10/15/12-10/21/12 The View | Start/End Time 10-11am | Weekdays Length Rate -TuWThF :30 \$500.00 | <u>Type</u> <i>NM</i> | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | | -14W11W U.S. 4-0-0-1 | IVIVI | |
| 7 WISN 10/15/12-10/21/12 The View | 10-11am | -TuwThF :30 \$500.00 | NM | |
| See MG 5.9,5.10,5.11 | 70 17411 | | 1 | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$500.00 | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$500.00 | | | |
| 4 WISN 10/02/12 11/02/12 Late News 1030PM | 1030p-11p | :30 | NM 5 | \$4,750.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | Ψ+,7 50.00 |
| Week: 10/01/12 10/07/12 -TWTF 1 | \$950.00 | | | |
| Week: 10/08/12 | \$950.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 1 | \$950.00 | | | |
| Week: 10/22/12 10/28/12 -TwTF 1 | \$950.00 | | | |
| Week: 10/29/12 11/04/12 -TwTF 1 | \$950.00 | | | |
| 5 WISN 10/02/12 11/02/12 Nightline | 11p-1130p | :30 | NM 9 | \$8,150.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| Week: 10/01/12 | \$750.00 | | | |
| Week: 10/08/12 | \$750.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 2 | \$750.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 3 WISN 10/15/12-10/21/12 Nightline | 11p-1130p | -тиwтhF :30 \$750.00 | NM | |
| See MG 5.9,5.10,5.11 | 110 11200 | -тиwтh г :30 \$ 750.00 | N/A | |
| 4 WISN 10/15/12-10/21/12 Nightline See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | 11p-1130p | -TuWThF :30 \$750.00 | NM | |
| 9 WISN 10/21/12-10/21/12 World News Tonight | *Sun 5-530p | Si :30 \$1,500.00 | NM | |
| ⊕ MG for 3.7,13.6,13.7,5.3 | Out 0-000p | 3¢ .56 ψ1,500.60 | 17041 | |
| 10 WISN 10/28/12-10/28/12 World News Tonight | *Sun 5-530p | St :30 \$1,500.00 | NM | |
| MG for 3.7,13.6,13.7,5.3 | | | · I | |
| 11 WISN 10/21/12-10/21/12 News Sun 7-9a | 7-9am | SL :30 \$650.00 | NM | |
| → MG for 3.7,13.6,13.7,5.3 | | | | |
| Week: 10/22/12 | \$750.00 | | | |
| Week: 10/29/12 11/04/12 -TwTF 2 | \$750.00 | | | |
| 6 WISN 10/02/12 11/02/12 ANDERSON COOPER | M-F 11A-12P | :30 | NM 14 | \$3,150.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | |
| Week: 10/01/12 10/07/12 -TWTF 2 | \$225.00 | | | |
| Week: 10/08/12 10/14/12 -TWTF 2 | \$225.00 | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$225.00 | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$225.00 | | | |
| Week: 10/29/12 11/04/12 -TwTF 4 | \$225.00 | | | |
| 7 WISN 10/09/12 11/02/12 THE CHEW | 12P-1P | :30 | NMI 8 | \$2,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | |
| Week: 10/08/12 10/14/12 -TWTF 2 | \$300.00 | | | |
| Week: 10/15/12 | \$300.00 | | i | |



Contract / Revision Alt Order# 06262067 939457 / 11

Contract Dates <u>Product</u> Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision Advertiser 10/29/12 / 10/29/12 **Democratic Senatorial Ca**

| *Line Ch Start Date End Date | ate Description | | Start/End Time | Days | Spo Length Wee | | Type S | pots | Amount |
|--|--------------------|-----------------|-------------------------|-------------|-------------------|-------------------|-------------|------|-------------|
| Start Date End Date | Weekdays S | Spots/Week | <u>Rate</u> | | - | | | | |
| Week: 10/22/12 10/28/12 | -TWTF | 2 | \$300.00 | | | | | | |
| Week: 10/29/12 11/04/12 | -TWTF | 2 | \$300.00 | | | | | | |
| 8 WISN 10/02/12 11/02/1 | | | M-F 2-3P | | :30 | | NM | 10 | \$4,000.00 |
| <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12 | Weekdays S | Spots/Week 2 | <u>Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 10/14/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/15/12 10/21/12 | -TWTF | 2 | \$400.00 | | | | | | |
| Week: 10/22/12 10/28/12 | -TWTF | 2 | \$400.00 | | | | 1 | | |
| Week: 10/29/12 11/04/12 | -TWTF | 2 | \$400.00 | | | | | | |
| 9 WISN 10/02/12 11/02/1 | • | | 3-4p | | :30 | | NM | 10 | \$5,000.00 |
| <u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12 | Weekdays 5 | Spots/Week 2 | <u>Rate</u> \$500.00 | | | | | | |
| Week: 10/08/12 10/14/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/15/12 10/21/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/22/12 10/28/12 | -TWTF | 2 | \$500.00 | | | | | | |
| Week: 10/29/12 11/04/12 | -TWTF | 2 | \$500.00 | | | | | | |
| 10 WISN 10/02/12 11/02/1 | | | 4P-5P | | :30 | | NM | 10 | \$6,000.00 |
| Start Date End Date | | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 10/07/12 | -TWTF | 2 | \$600.00 | | | | 1 | | |
| Week: 10/08/12 10/14/12 | -TWTF | 2 | \$600.00 | | | | | | |
| Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12 | -TWTF -TWTF | 2 2 | \$600.00 \$600.00 | | | | | | |
| Week: 10/22/12 10/28/12 Week: 10/29/12 11/04/12 | -TWTF | 2 | \$600.00 | | | | | | |
| | | 2 | | | :30 | | NM | 14 | £45 000 00 |
| 11 WISN 10/02/12 11/02/ Start Date End Date | | Spots/Week | 5-530pm Rate | | :30 | | INIVI | 14 | \$15,200.00 |
| Week: 10/01/12 10/07/12 | -TWTF | 2 | \$1,000.00 | | | | | | |
| Week: 10/08/12 10/14/12 | -TWTF | 3 | \$1,000.00 | | | | 1 | | |
| Spot Ch Date Range | Description | | Start/End Time | Weekda | ays Length | <u>Rate</u> | <u>Type</u> | | |
| 3 WISN 10/08/12-10/14 | /12 News M-F 5p |) | 5-530pm | -TuWTh | ıF :30 | \$1,000.00 | NM | | |
| See MG 11.15,11.16,1 | 1.17 | | | _ | | | | | |
| 4 WISN 10/08/12-10/14 See MG 11.15,11.16,1 | • |) | 5-530pm | -TuWTh | :30 | \$1,000.00 | NM | | |
| 15 WISN 10/11/12-10/11 | /12 World News | Tonight | M-Su 530-6p | T | :30 | \$3,000.00 | NM | | |
| | /12 College Footl | ball Game #1 | 11a-230 | | sa :30 | \$700.00 | NM | | |
| | • | | 1.00.1000 | | _ 00 | 0500.00 | | | |
| 17 WISN 10/12/12-10/12 | | el | 1130-1230a | | -F :30 | \$500.00 | NM | | |
| MG for 13.5,11.3,11.4,3 Week: 10/15/12 10/21/12 | 3.4,3.3 -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Spot Ch Date Range | Description | J | Start/End Time | Weekd | ays Length | Rate | <u>Type</u> | | |
| 9 WISN 10/22/12-10/28 | | 1 | 5-530pm | -TuWT | | \$1,000.00 | NM | | |
| See MG 34.6,34.7,34.8 | • | | , | , , , , , , | | 0 1,000.00 | 7 | | |
| Week: 10/29/12 11/04/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| 12 WISN 10/02/12 11/02/ | 12 News M-F 5a | | 5-6A | - | :30 | | NM | 15 | \$5,250.00 |
| Start Date End Date | Weekdays | Spots/Week | Rate | | | | | | • |
| Week: 10/01/12 10/07/12 | -TWTF | 2 | \$350.00 | | | | | | |
| Week: 10/08/12 10/14/12 | -TWTF | 3 | \$350.00 | | | | l | | |
| Week: 10/15/12 10/21/12 | -TWTF | 3 | \$350.00 | | | | Į. | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Alt Order# Contract / Revision 939457 06262067 / 11

Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

<u>Advertiser</u> Original Date / Revision 10/29/12 / 10/29/12 **Democratic Senatorial Ca**

| | | Spots/ | | | |
|---|----------------------------|---|-------------|------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | TypeS | pots | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 10/22/12 10/28/12 -TwTF 3 | \$350.00 | | ļ | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$350.00 | | | | |
| N 13 WISN 10/02/12 11/02/12 News M-F 6p | 6-630pm | :30 | NM | 9 | \$10,800.00 |
| Start Date | <u>Rate</u> | | | | |
| Week: 10/01/12 10/07/12 -TwTF 2 | \$1,200.00 | | | | |
| Week: 10/08/12 10/14/12 -TWTF 3 | \$1,200.00 | | - | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | | | |
| 5 WISN 10/08/12-10/14/12 News M-F 6p | 6-630pm | -TuWThF :30 \$1,200.00 | NM | | |
| See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF 3 | \$1,200.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Туре</u> | | |
| 6 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | Weekdays Length Rate -TuwThF :30 \$1,200.00 | NM | | |
| See MG 5.9,5.10,5.11 | 0-030pm | - i dwiiir ,50 97,200.00 | 14141 | | |
| 7 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | -TuWThF :30 \$1,200.00 | NM | | |
| See MG 5.9,5.10,5.11 | о обории | 1411111 .00 \$1,200.00 | | | |
| 8 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | -TuwThF :30 \$ 1,200.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | • | | 1 | | |
| Week: 10/22/12 | \$1,200.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 11 WISN 10/22/12-10/28/12 News M-F 6p | 6-630pm | -TuwThF :30 \$1,200.00 | NM | | |
| See MG 45.3,45.4,45.5 | | | l l | | |
| Week: 10/29/12 11/04/12 -TWTF 3 | \$1,200.00 | | | | |
| 14 WISN 10/02/12 11/02/12 News M-F 6a | 6-7A | :30 | NM | 15 | \$15,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | |
| Week: 10/01/12 | \$1,000.00 | | 1 | | |
| Week: 10/08/12 | \$1,000.00 | | | | |
| Week: 10/15/12 | \$1,000.00 | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,000.00 | | ļ | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$1,000.00 | | | | |
| 15 WISN 10/02/12 11/02/12 Entertainment Tonight | 630p-7pm | :30 | NM | 8 | \$6,800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Week: 10/01/12 | \$850.00 | | _ | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | | | |
| 1 WISN 10/01/12-10/07/12 Entertainment Tonight | 630p-7pm | -TuWThF :30 \$850.06 | NM | | |
| See MG 23.6 Week; 10/08/12 10/14/12 -TwTF 2 | 6050.00 | | | | |
| Spot Ch Date Range Description | \$850.00 Start/End Time | Mankdaya Langth Date | Type | | |
| 4 WISN 10/08/12-10/14/12 Entertainment Tonight | 630p-7pm | Weekdays Length Rate -TuwThF :30 \$850.00 | | | |
| See MG 31.6 | 030p=1pm | -1dw111F50 \$000.06 | 14141 | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$850.00 | | • | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | | |
| 6 WISN 10/15/12-10/21/12 Entertainment Tonight | 630p-7pm | -TuwThF :30 \$850.00 | | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | * * | , | | | |
| Week: 10/22/12 10/28/12 -TWTF 2 | \$850.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | | |
| 8 WISN 10/22/12-10/28/12 Entertainment Tonight | 630p-7pm | -TuWThF :30 \$850.00 | | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | 34.14 | | | | |
| Week: 10/29/12 11/04/12 -TWTF 3 | \$850.00 | | | | |
| 16 WISN 10/02/12 11/02/12 Good Morning America | 7-9a | :30 | NM | 21 | \$21,000.00 |
| · · | | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 06262067 939457 / 11

Product Contract Dates Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/29/12 / 10/29/12 Democratic Senatorial Ca

Spots/

| | | | | | | Spots | s/ | | | |
|------------------|---------------|---|-----------------|----------------|----------------|-------------------------|---------------------------|---------------------|------|-------------|
| *Line Ch Start [| Date End Da | ate Description | | Start/End Time | Days | Length Weel | k Rate | Type S _l | oots | Amount |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 3 | \$1,000.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 4 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 5 | \$1,000.00 | | | | | | |
| 17 WISN 10/02/ | 12 11/02/1 | 2 LIVE WITH | KELLY! | 9-10am | | :30 | | NM | 14 | \$6,300.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/01/12 | 10/07/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | -TWTF | 2 | \$450.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | -TWTF | 3 | \$450.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | -TWTF | 4 | \$450.00 | | | | | | |
| N 18 WISN 10/26/ | 12 10/26/1 | 2 2020 | | Fri 9-10p | | :30 | | NM | 0 | \$0.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$3,000.00 | | | . . | _ | | |
| | te Range | Description | | Start/End Time | <u>Weekday</u> | | Rate | <u>Type</u> | | |
| 1 WISN 10/ | | | | Fri 9-10p | F | : :30 | \$ 3,000.00 | NM | | |
| | 5.3,45.4,45.5 | *************************************** | | | | | | | | |
| 19 WISN 10/08/ | | | | Prime Other | | :30 | | NM | 4 | \$20,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1 | 1 | \$5,000.00 | | | | 1 | | |
| Week: 10/15/12 | 10/21/12 | T | 1 1 | \$5,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | • | \$5,000.00 | Monkday | a Longih | Poto | Type | | |
| | te Range | Description (12) Description | | Start/End Time | Weekday | <u>/s Length</u> :30 | <u>Rate</u> \$5,000.00 | <u>Type</u> NM | | |
| 3 WISN 10/ | | /12 Dancing | | Prime Other | N | ,30 | \$3,000.00 | IVIVI | | |
| See MG 19 | | /12 Dancing | | Mon 7-8p | M | :30 | \$5,000.00 | NM | | |
| | | 1,34.9,34.10,34.1 | 1 34 12 34 13 3 | · | **1 | .00 | ψο,σοσ.σσ | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1,01.12,01.10,0 | \$5,000.00 | | | | j | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$5,000.00 | | | | | | |
| 20 WISN 10/22/ | | 12 Castle | - | Mon 9-10p | | :30 | | NM | 0 | \$0.00 |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | ,50 | | 14141 | Ū | \$0.00 |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$4,000.00 | | | | | | |
| | te Range | Description | | Start/End Time | Weekda | ys Length | Rate | <u>Type</u> | | |
| 1 WISN 10 | | | | Mon 9-10p | M | | \$4,000.00 | NM | | |
| Credited | | | | • | | | | l | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$4,000.00 | | | | | | |
| Spot Ch Da | ite Range | Description | <u>l</u> | Start/End Time | <u>Weekda</u> | <u>ys Length</u> | <u>Rate</u> | <u>Type</u> | | |
| 2 WISN 10. | /29/12-11/04 | /12 Castle | | Mon 9-10p | M | :30 | \$ 4,000.00 | NM | | |
| See MG 34 | 4.6,34.7,34.8 | 3,34.9,34.10,34.1 | 1,34.12,34.13,3 | 4.14 | | | | | | |
| 21 WISN 10/06 | /12 11/03/ | 12 Late News | Sa 10pm | 10-1035p | | :30 | | NM | 5 | \$3,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | 1 | | |
| Week: 10/01/12 | 10/07/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/08/12 | 10/14/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1- | 1 | \$600.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1- | 1 | \$600.00 | | | | | | |
| 22 WISN 10/13 | | 12 College Foo | tball Game #2 | 230р-6р | | :30 | | NM | 1 | \$6,500.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | l | | |
| | | | | | | | | | | |



Alt Order# Contract / Revision 06262067 939457 / 11

Contract Dates Product Estimate # DSCC-IE 1533 10/02/12 - 11/06/12

Original Date / Revision Advertiser 10/29/12 / 10/29/12 Democratic Senatorial Ca

Snots/

| | | Spots | s/ | | | |
|---|----------------------|-------------------------------|----------------------|-------------------|----|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Weel | k Rate | Type Spot | ts | Amount |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | | |
| Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Түре</u> | | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230p-6p | Sa :30 | \$6,500.00 | NM | | |
| See MG 22.2 | | | | | | |
| 2 WISN 10/06/12-10/06/12 College Football BADGER | 230p-6p | 5a :30 | \$6,500.00 | NM | | |
| MG for 22.1 10/13 | | | | | | |
| N 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | | NM | 7 | \$7,750.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | | |
| Week: 10/01/12 10/07/121- 1 | \$500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | 6-630pm | sa :30 | \$500.00 | NM | | |
| See MG 23.6 | | | | | | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 | \$1,350.00 | NM | | |
| → MG for 15.1,23.1 | | | | | | |
| Week: 10/08/12 10/14/121 1 | \$500.00 | | | _ | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Sa :30 | \$500 .00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | | | | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | wThF :30 | \$1,500.00 | NM | | |
| (h) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | 1 00 | *4 500 00 | | | |
| 8 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | wThF :30 | \$1,500.00 | NM | | |
| (h) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 4000 44 | ! 50 | 04 500 00 | | | |
| 9 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 | \$1,500.00 | NM | | |
| (h) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | NA C., C ADDODNA | 50 .30 | ድርሲር ሲር | NIM | | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar | M-Su 6-1030PM | Sa :30 | \$900.00 | NM | | |
| (h) MG for 25.2,2.4,27.1,27.2,2.3,23.2 | PEOO 00 | | | | | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$500.00 \$500.00 | | | | | |
| | • | Montrague Length | Poto | Tuno | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> NM | | |
| 4 WISN 10/22/12-10/28/12 News Sa 6p-630p | 6-630pm | \$a :30 | \$500.00 | IVIVI | | |
| See MG 45.3,45.4,45.5 | PEAN AN | | | 1 | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | | NM | 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | | |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | | | |
| Week: 10/22/12 10/28/121- 1 | \$200.00 | | | | | |
| Week: 10/29/12 11/04/121- 1 | \$200.00 | | | | | |
| N 25 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | :30 | | NM | 2 | \$1,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | | |
| Week: 10/01/12 10/07/121- 1 | \$700.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$700.00 | | D - / | _ | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Sa :30 | \$700.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | #700.00 | | | | | |
| Week: 10/15/12 10/21/121- 1 | \$700.00 | 164 | D-4- | Ţ., | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Type | | |
| 3 WISN 10/15/12-10/21/12 News Sa 6p-630p | 6-630pm | Sa :30 | \$700.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | 14.14 | | | i | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 / 11 06262067

Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|--|---|---------------------------------|-------------|------------|
| Start Date End Date Weekdays Spots/Week | | | 1,750,070,0 | , iii Gain |
| Week: 10/22/12 10/28/121- 1 | \$700.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 4 WISN 10/22/12-10/28/12 News Sa 6p-630p See MG 45.3,45.4,45.5 | 6-630pm | 5a :30 \$700.00 | NM | |
| Week: 10/29/12 11/04/121- 1 | \$700.00 | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | 6-7a | :30 | NM 5 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | *************************************** | | | |
| Week: 10/01/12 | \$600.00 \$600.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | |
| 27 WISN 10/20/12 11/03/12 SA 630-7p | 630p-7p | :30 | NM 0 | \$0,00 |
| Start Date End Date Weekdays Spots/Week | · · | | | Φ0.00 |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 1 WISN 10/15/12-10/21/12 SA 630-7p | 630p-7p | Sa :30 \$500.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0 | \$0.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 2 WISN 10/29/12-11/04/12 SA 630-7p | 630p-7p | Sa :30 \$500.00 | NM | |
| See MG 23.7,23.8,23.9,23.10 | | | | |
| N 28 WISN 10/13/12 10/27/12 Sat 630-7p | 630-7p | :30 | NM 2 | \$1,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1 | <u>Rate</u> \$1,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 1 WISN 10/08/12-10/14/12 Sat 630-7p | 630-7p | Sa :30 \$1,000.00 | NM NM | |
| See MG 28.3,28.4 | ,- | | | |
| 3 WISN 10/16/12-10/19/12 Jimmy Kimmel | 1130-1230a | -TuWThF :30 \$500.00 | NM | |
| (A) MG for 28.1 10/13 | | | | |
| 4 WISN 10/16/12-10/19/12 Jimmy Kimmel | 1130-1230a | -TuWThF :30 \$500.00 | NM | |
| ⊕ MG for 28.1 10/13 Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$1,000.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Туре | |
| 2 WISN 10/22/12-10/28/12 Sat 630-7p | 630-7p | Sa :30 \$1,000.00 | NM | |
| See MG 45.3,45.4,45.5 | | | | |
| 29 WISN 10/06/12 10/20/12 ABC Prime College Footb | | :30 | NM 3 | \$3,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | | | | |
| Week: 10/01/12 10/11/12 0 | \$1,000.00 \$0.00 | | | |
| Week: 10/15/12 10/21/122- 2 | \$1,000.00 | | 1 | |
| 30 WISN 10/13/12 11/03/12 News Sat 7-9a | 7-9am | :30 | NM 4 | \$1,800.00 |
| Start Date End Date Weekdays Spots/Week | | .00 | 1312 | Ψ1,000.00 |
| Week: 10/08/12 10/14/121 1 | \$450.00 | | | |
| Week: 10/15/12 10/21/121- 1 | \$450.00 | | | |
| Week: 10/22/12 10/28/121- 1 | \$450.00 | | | |
| Week: 10/29/12 11/04/121- 1 | \$450.00 | | Į | |



 Contract / Revision
 Alt Order #

 939457 / 11
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

Advertiser Original Date / Revision
Democratic Senatorial Ca 10/29/12 / 10/29/12

| | | Sp | ots/ | | | |
|--|--------------------------------|----------------------|---|-------------|------|-----------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length We | eek Rate | Type S | pots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | | |
| 31 WISN 10/07/12 11/04/12 Late News 10pm | 10p-1030p | :30 | | NM | 5 | \$8,850.00 |
| Start Date | <u>Rate</u> | | | | | . = , = = = = = |
| Week: 10/01/12 10/07/121 1 | \$1,600.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$1,600.00 | | | 1 | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 2 WISN 10/08/12-10/14/12 Late News 10pm | 10p-1030p | 5t :30 | \$1,600.00 | NM | | |
| See MG 31.6 | M C., F20 C- | | 60 450 00 | 3164 | | |
| 6 WISN 10/15/12-10/15/12 World News Tonight MG for 31.2,15.4 | M-Su 530-6p | м :30 | \$2,450.00 | NM | | |
| Week: 10/15/12 10/21/121 1 | \$1,600.00 | | | l | | |
| Week: 10/13/12 10/28/121 1 | \$1,600.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$1,600.00 | | | | | |
| 32 WISN 10/14/12 11/04/12 Late News SU 1030PM | 1030p-11p | :30 | | Alka | 4 | #2 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | | NM | 4 | \$3,800.00 |
| Week: 10/08/12 10/14/121 1 | \$950.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$950.00 | | | 1 | | |
| Week: 10/22/12 10/28/121 1 | \$950.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$950.00 | | | | | |
| 33 WISN 10/14/12 11/04/12 Su 458-6a | 458-6AM | :30 | | NM | 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | | 7 |
| Week: 10/08/12 10/14/121 1 | \$200.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$200.00 | | | | | |
| Week: 10/22/12 10/28/121 1 | \$200.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$200.00 | | | | | |
| 34 WISN 10/07/12 11/04/12 News Sun 530pm | 530-6p | :30 | | NM | 13 | \$23,650.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1 | Rate | | | | | |
| Week: 10/08/12 10/07/121 1 | \$500.00 \$500.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | | |
| 3 WISN 10/15/12-10/21/12 News Sun 530pm | 530-6p | St :30 | | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | • | | *************************************** | , , , , , | | |
| 6 WISN 10/29/12-11/02/12 3-4p | 3-4p | MTuWThF :30 | \$1,350.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | .6,46.1,3.5,5.4,20.2, | 34.3 | | | | |
| 7 WISN 10/25/12-10/25/12 LastResort | Thu 7-8p | Th :30 | \$3,400.00 | NM | | |
| (h) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | | | | |
| 8 WISN 10/29/12-11/02/12 DR. OZ | 4P-5P | MTuWThF :30 | \$1,275.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 9 WISN 10/29/12-11/02/12 DR. OZ | .6,46.1,3.5,5.4,20.2, 4P-5P | ,34.3 MTuWThF :30 | \$1,275.00 | NM | | |
| ⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | +. | | \$1,275.00 | 14141 | | |
| 10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWA | | Th :30 | \$12,000.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | +, | , , , , , | | |
| 11 WISN 10/29/12-11/02/12 Jimmy Kimmel | | P-MTuWThF :30 | \$250.00 | NM | | |
| (H) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | .6,46.1,3.5,5.4,20.2 | 34.3 | | | | |
| 12 WISN 10/29/12-11/02/12 Jimmy Kimmel | | P-MTuWThF :30 | \$250.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | | | | |
| 13 WISN 10/29/12-11/02/12 Jimmy Kimmel | | P-MTuWThF :30 | \$250.00 | NM | | |
| (ii) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | 04.000.00 | .,, | | |
| 14 WISN 10/28/12-10/28/12 Late News Rotation (b) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | M-F/Su 10p-11p | | \$1,600.00 | NM | | |
| eg into tot 10.0,00.1, t t.0,42.2,40.2, 10.0,20.0,2.10, 10.0, 10 | ,,0,40, 1,0,0,0,4,20,2 | ,,,,,,, | | ŀ | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)

10/29/12 / 10/29/12



| | Contract / Revision 939457 / 11 | Alt Order # 06262067 |
|---------------------------------------|------------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser | Or | iginal Date / Revision |

Democratic Senatorial Ca

| | L. | | | | 1 | | |
|--|-----------------------------|-------------|---------------|-------------------------|-------------|-------|-------------|
| | | | Spot | ts/ | | | |
| *Line Ch Start Date End Date Description | Start/End Tir | ne Days Ler | ngth Wee | | Type | Spots | Amount |
| Start Date End Date Weekdays Spots/We | | | | | T | | |
| Week: 10/22/12 | \$500.00 | | | | | | |
| | \$500.00 | | | | | | |
| 35 WISN 10/07/12 11/04/12 Sun GMA Start Date End Date Weekdays Spots/We | 6-7a | | :30 | | NM | 5 | \$2,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/01/12 10/07/121 1 | <u>eek Rate</u> \$400.00 | | | | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | | i | | • |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | | |
| 36 WISN 10/21/12 10/21/12 Once | Sun 7-8p | | :30 | | NM | 1 | \$3 E00 00 |
| Start Date End Date Weekdays Spots/We | | | .00 | | 14141 | ' | \$2,500.00 |
| Week: 10/15/12 10/21/121 1 | \$2,500.00 | | • | | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | | :30 | | NM | 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/We | | | | | | _ | 42,000.00 |
| Week: 10/01/12 | \$400.00 | | | | | | |
| Week: 10/08/12 10/14/121 1 Week: 10/15/12 10/21/121 1 | \$400.00 | | | | | | |
| Week: 10/3/12 10/28/121 1 | \$400.00 | | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 \$400.00 | | | | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George | | | | | | | |
| Start Date End Date Weekdays Spots/We | | | :30 | | NM | 2 | \$2,000.00 |
| Week: 10/08/12 10/14/121 1 | \$1,000,00 | | | | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | | | | |
| Week: 10/29/12 11/04/121 1 | \$1,000.00 | | | | | | |
| 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | | :30 | | NM | 3 | \$12,500.00 |
| Start Date End Date Weekdays Spots/We | | | | | | ŭ | V.2,000.00 |
| Week: 10/08/12 10/14/12 -1 1 Spot Ch Date Range Description | \$5,000.00 | | | | | | |
| Spot Ch Date Range Description 1 WISN 10/08/12-10/14/12 DanceResults | Start/End Tim | | <u>Length</u> | Rate | <u>Type</u> | | |
| See MG 39.3,39.4 | Tue 7-8p | -Tu | :30 | \$5,000.00 | NM | | |
| 3 WISN 10/08/12-10/14/12 DWTS Results | Tue 8-9p | -Tu | :30 | \$5,000.00 | NM | | |
| M MG for 40.2,39.1 | . 30 0 op | , u | .30 | \$5,000.00 | IVIVI | | |
| 4 WISN 10/08/12-10/14/12 DWTS- Judges Analys | is Tue 7-8p | -Tu | :30 | \$2,500.00 | NM | | |
| (f) MG for 40.2,39.1 | | | | | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | | ~ - | | | |
| 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | | :30 | | NM | 1 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/We</u> Week: 10/01/12 10/07/12 -1 1 | | | | | | | , |
| | \$2,500.00 | | | | _ | | |
| Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd | Start/End Tim | | <u>Length</u> | Rate | <u>Type</u> | | |
| See MG 40.3 | Tue 8-9p | -Tu | :30 | \$ 2, 500.00 | NM | | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu | :30 | \$2,500.00 | NM | | |
| See MG 40.4 | . 25 G GP | | .50 | Ψ2,000:00 | /VIV/ | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu | :30 | \$2,500.00 | NM | | |
| ⊕ MG for 40.3 10/02 | • | | • | , , | | | |
| Week: 10/08/12 10/14/12 -1 1 | \$2,500.00 | | | | 1 | | |
| | | | | | - | | |



| | Contract / Revision 939457 / 11 | Alt Order # 06262067 |
|---------------------------------------|------------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |

Advertiser Original Date / Revision 10/29/12 / 10/29/12 Democratic Senatorial Ca

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|---|--|---|--------------------------|------------|
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description 2 WISN 10/08/12-10/14/12 HappyEnd See MG 39.3,39.4 | Rate Start/End Time Tue 8-9p | Weekdays Length Rate -Tu :30 \$2,500.00 | Type NM | Amount |
| 41 WISN 10/02/12 10/30/12 PrivatePractice Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -1 1 | Tue 9-10p <u>Rate</u> \$2,200.00 | :30 | NM 2 | \$4,400.00 |
| Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 PrivatePractice See MG 41.4 | Start/End Time Tue 9-10p | Weekdays Length Rate -Tu :30 \$2,200.00 | <u>Type</u> NM | |
| 4 WISN 10/01/12-10/07/12 Scandal ⊕ MG for 41.1 10/02 | Thu 9-10p | Th :30 \$2,200.00 | NM | |
| Week: 10/08/12 10/14/12 0 Week: 10/15/12 10/21/12 -1 1 | \$0.00 \$2,200.00 | | | |
| Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice Credited | Start/End Time Tue 9-10p | Weekdays Length Rate -Tu :30 \$2,200.00 | <u>Type</u> <i>NM</i> | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/12 -1 1 | \$0.00 \$2,200.00 | | | |
| 42 WISN 10/16/12 10/30/12 HappyEnd <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12 -1 1 | Tue 8-9p Rate \$3,000.00 | :30 | NM 1 | \$3,000.00 |
| Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 HappyEnd Credited | Start/End Time Tue 8-9p | Weekdays Length Rate -Tu :30 \$3,000.00 | <u>Type</u> NM | |
| Week: 10/22/12 10/28/12 -1 1 Spot Ch | \$3,000.00 Start/End Time | Weekdays Length Rate | <u>Type</u> | |
| 2 WISN 10/22/12-10/28/12 HappyEnd See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 -1 1 | Tue 8-9p 1.14 \$3,000.00 | -Ти :30 \$3,000.00 | NM | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1 | 230p-6p <u>Rate</u> \$7,000.00 | :30 | NM 1 | \$7,000.00 |
| 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2 | 7-1030p <u>Rate</u> \$1,300.00 | :30 | NM 2 | \$2,600.00 |
| N 45 WISN 10/28/12 10/28/12 Sun 9-930A Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/122 2 | 9-930A Rate \$225.00 | :30 | NM 3 | \$8,800.00 |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5 | Start/End Time 9-930A | Weekdays Length Rate St :30 \$225.00 | <u>Type</u> NM | |
| 2 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5 | 9-930A | Sı :30 \$225.00 | NM | |
| 3 WISN 10/30/12-10/30/12 World News Tonight MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1 | M-Su 530-6p | -Tu :30 \$4,000.00 | NM | |
| 4 WISN 10/31/12-10/31/12 World News Tonight (b) MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1 | M - Su 530-6p | w :30 \$4,000.00 | NM | |
| 5 WISN 11/03/12-11/03/12 College Football Game #1 | 11a-230 | 5a :30 \$800.00 | NM | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 939457 / 11 | 06262067 |
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |
| | | 1 |

Advertiser Original Date / Revision 10/29/12 / 10/29/12 **Democratic Senatorial Ca**

| The Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Amount Start Date End Date Weekdays Spots/Week Start Date Start | Alice Of Our D. F. (D.) | | Spots/ | | |
|--|---|------------|---|--------------|------------------|
| Start Date End Date Weekdays SnotsWeek Snots | | | Days Length Week Rate | Type Spots | Amount |
| Sept (10) Date Range Date State Date | | | :30 | NM 0 | \$0.00 |
| Start Charles Start Charle | | | | | |
| WISN 10/02/12-10/08/12 Sentral Hospital 2-3pm/1-2p M | · · · · · · · · · · · · · · · · · · · | | Note delice Legate D. | _ | |
| See MG 34.8,34.934.834.934.10,34.11,34.12,34.134.11 TWINN 11/09/12 10/09/12 Central Hospital 2-3pm/1-2p :30 NM 1 \$350.00 | | | | | |
| Same | | | M= :30 \$350.00 | NM | |
| Siart Date Control Siart Date Control Siart Date Siart Dat | | | | | |
| Week: 11/05/12 11/11/12 1 1 \$350.00 NM 4 \$6,400.00 | | | :30 | NM 1 | \$350.00 |
| A8 WISN 10/15/12 11/15/12 Late News 10PM No. 10/15/12 No | | | | | |
| Start Date End Date Weekdays Spots/Week Name Spots | | | .20 | | |
| Week: 1075/12 10/21/12 1 | <u> </u> | • | :30 | NW 4 | \$6,400.00 |
| Week: 10/22/12 10/28/12 11 | | | | | |
| Week: 11/05/12 | Week: 10/22/12 10/28/12 1 1 | | | | |
| 10-11 am 30 | Week: 10/29/12 11/04/12 1 1 | \$1,600.00 | | | |
| Start Date End Date Weekdays Spots/Week Start Date Weekdays Description Start Date Start Da | Week: 11/05/12 11/11/12 1 1 | \$1,600.00 | | | |
| Start Date End Date Weekdays Spots/Week Rate Spot Ch Date Range Description Start/End Time Spot Ch Spot Ch Date Range Description Start/End Time Spot Ch Spot Ch Date Range Description Start/End Time Meekdays Length Rate Type Spot Ch Date Range Description Start/End Time Meekdays Spot Ch | 49 WISN 10/15/12 11/05/12 The View | 10-11am | :30 | NM 3 | \$1.500.00 |
| Seek 10/22/12 10/28/12 10 | | Rate | | • | ¥1,000.00 |
| Spot Ch | • | \$500.00 | | | |
| 2 M/SN 10/22/12-10/28/12 The View 10-11am M :30 \$500.00 M/M | • | • | | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 Week: 10/29/12 | | | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u> Type</u> | |
| Week: 11/05/12 | | | M :30 \$500.00 | NM | |
| Week: 11/05/12 11/11/12 1 1 \$500.00 | tad a adaptate a construe a | | | | |
| The View Start Date End Date Weekdays Spots/Week 11/05/12 11/05 | | | | | |
| Start Date End Date Meekdays Spots/Week S500.00 | | | 00 | | |
| Week: 11/05/12 11/11/12 1 1 \$500.00 | | | :30 | NM 1 | \$500.00 |
| Start Date End Date Weekdays Spots/Week Rate S225.00 | | | | | |
| Start Date End Date Weekdays Spots/Week Rate S225.00 | 51 WISN 10/15/12 11/05/12 ANDERSON COOPER | | ·30 | NM 4 | 9000.00 |
| Week: 10/15/12 10/21/12 1 \$225.00 Week: 10/22/12 10/28/12 1 \$225.00 Week: 10/29/12 11/04/12 1 \$225.00 Week: 11/05/12 11/105/12 1 \$225.00 52 WISN 10/29/12 11/05/12 3-4p 3-4p 3-4p 3-4p 3-4p 3-4p 3-4p \$500.00 8 8 8 8 8 8 9 \$500.00 9 9 3-4p <td>Start Date End Date Weekdays Spots/Week</td> <td></td> <td>.00</td> <td>14141 4</td> <td>\$900.00</td> | Start Date End Date Weekdays Spots/Week | | .00 | 14141 4 | \$900.00 |
| Week: 10/29/12 11/04/12 1 1 \$225.00 Week: 11/05/12 11/11/12 1 1 \$225.00 52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM 2 \$1,000.00 Start Date Meek: 10/29/12 11/04/12 1 11/11/12 3-4p \$500.00 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00 53 WISN 11/05/12 11/06/12 3-4p 3-4p :30 NM 1 \$500.00 Start Date Meek: 11/05/12 11/11/12 End Date Meekdays - 1 1 \$500.00 Sobstant Date Meek: 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.00 Start Date Meek: 10/29/12 11/04/12 1 1 \$600.00 Week: 11/05/12 11/11/12 1 1 \$600.00 Start Date End Date Meekdays Spots/Week Sobstance Rate Start Date End Date Meekdays Spots/Week Shots/Wee | | | | | |
| Week: 11/05/12 11/11/12 1 1 \$225.00 52 WISN 10/29/12 11/05/12 3-4p 3-4p :30 NM 2 \$1,000.00 Start Date Week: 10/29/12 11/04/12 1 1 \$500.00 Week: 11/05/12 11/11/12 1 1 \$500.00 1 \$500.00 53 WISN 11/06/12 11/06/12 3-4p Start Date Week: 11/05/12 11/11/12 1 1 \$500.00 3-4p :30 NM 1 \$500.00 54 WISN 10/29/12 11/05/12 DR. OZ Start Date Week: 11/05/12 11/10/12 1 1 \$600.00 4P-5P :30 NM 2 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$600.00 1 \$600.00 Week: 10/25/12 11/11/12 1 1 \$600.00 NM 4 \$4,000.00 55 WISN 10/15/12 11/11/12 1 1 \$600.00 5-530pm :30 NM 4 \$4,000.00 Start Date Start Date Weekdays 10/15/12 11/11/12 1 1 \$600.00 5-530pm :30 NM 4 \$4,000.00 Week: 10/15/12 10/21/12 10/21/12 1 1 \$1,000.00 10/21/12 10/21/12 1 1 \$1,000.00 1 \$1,000.00 10/21/12 1 1 \$1,000.00 | Week: 10/22/12 10/28/12 1 1 | \$225.00 | | 1 | |
| 52 WISN 10/29/12 11/05/12 3-4p 3-4p 3-4p :30 NM 2 \$1,000.00 Start Date Week: 10/29/12 11/05/12 11/11/12 1 1 \$500.00 Rate \$500.00 NM 1 \$500.00 53 WISN 11/06/12 11/06/12 11/06/12 3-4p 3-4p :30 NM 1 \$500.00 Start Date Week: 11/05/12 11/11/12 1 \$500.00 Rate \$500.00 NM 2 \$1,200.00 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.00 Start Date Week: 10/29/12 11/04/12 1 1 \$600.00 NM 2 \$1,200.00 Week: 10/29/12 11/04/12 1 1 \$600.00 NM 2 \$1,200.00 55 WISN 10/15/12 11/11/12 1 1 \$600.00 NM 4 \$4,000.00 55 WISN 10/15/12 11/05/12 News M-F 5p Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 \$1,000.00 Rate \$1,000.00 Week: 10/15/12 10/21/12 10/21/12 1 1 \$1,000.00 NM 4 \$4,000.00 | • | \$225.00 | | | |
| Start Date End Date Weekdays Spots/Week Rate \$500.00 | Week: 11/05/12 11/11/12 1 1 | \$225.00 | | | |
| Start Date End Date 11/04/12 11/04/1 | 52 WISN 10/29/12 11/05/12 3-4p | 3-4p | :30 | NM 2 | \$1,000.00 |
| Week: 11/05/12 11/11/12 1 1 \$500.00 53 WISN 11/06/12 11/06/12 3-4p :30 NM 1 \$500.00 Start Date Week: 11/05/12 End Date Date Neek: 11/05/12 Weekdays Spots/Week Neek: Neek: 10/29/12 11/05/12 1 \$600.00 Week: 11/05/12 11/11/12 1 \$600.00 1 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Week: 10/15/12 10/21/12 1 \$1,000.00 8 8 8 8 8 8 8 8 9 | | | | | 4.1000.00 |
| Start Date End Date Weekdays Spots/Week Rate Storn Date End Date Third Date Th | • | | | | |
| Start Date Hold Date Weekdays Spots/Week Rate \$500.00 | | \$500.00 | | | |
| Week: 11/05/12 11/11/12 -1 1 \$500.00 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.00 Start Date Week: 10/29/12 11/04/12 1 1 \$600.00 Week: 11/05/12 11/11/12 1 1 \$600.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Weekdays End Date Weekdays 10/12/12 1 1 \$1,000.00 Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 | · · · · · · · · · · · · · · · · · · · | 3-4p | :30 | NM 1 | \$500.00 |
| 54 WISN 10/29/12 11/05/12 DR. OZ 4P-5P :30 NM 2 \$1,200.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1 1 \$600.00 Week: 11/05/12 11/11/12 1 1 \$600.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 | | | | | |
| Start Date Week: 10/29/12 End Date 11/04/12 Weekdays 11/04/12 Spots/Week 5600.00 Rate 5600.00 Week: 11/05/12 11/11/12 1 \$600.00 \$600.00 55 WISN 10/15/12 11/105/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Week: 10/15/12 End Date Weekdays Spots/Week 10/15/12 Rate \$1,000.00 \$1,000.00 Week: 10/15/12 10/28/12 1 1 \$1,000.00 | | | | | |
| Week: 10/29/12 11/04/12 1 1 \$600.00 Week: 11/05/12 11/11/12 1 \$600.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Weekdays End Date Weekdays Spots/Week Rate \$1,000.00 Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 | | | :30 | NM 2 | \$1,200.00 |
| Week: 11/05/12 11/11/12 1 \$600.00 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date Veek: 10/15/12 End Date Veekdays Spots/Week Tol/15/12 Rate \$1,000.00 Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 | Week: 10/29/12 11/04/12 1 1 | | | | |
| 55 WISN 10/15/12 11/05/12 News M-F 5p 5-530pm :30 NM 4 \$4,000.00 Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 | , | | | | |
| Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 | | | •30 | | 04.000.00 |
| Week: 10/15/12 10/21/12 1 1 \$1,000.00 Week: 10/22/12 10/28/12 1 1 \$1,000.00 | · · · · · · · · · · · · · · · · · · · | · _ | .30 | NIVI 4 | \$4,000.00 |
| Week: 10/22/12 10/28/12 1 1 \$1,000.00 | | | | | |
| | Week: 10/22/12 10/28/12 1 1 | | | ĺ | |
| | Week: 10/29/12 11/04/12 1 1 | \$1,000.00 | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



64 WISN 10/06/12

10/06/12

PostBadger

Contract / Revision Alt Order # 939457 / 11 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

| www.wisn.com | Democratic Senatorial Ca | | | 10/29/12 / 10/29/12 | | |
|--|----------------------------|--|--------------------------|---------------------|---|--|
| | | Spots/ | | | | |
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Week Rate | TypeS | pots | Amount | |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 1 1 | <u>Rate</u> \$1,000.00 | | | | | |
| 56 WISN 10/15/12 11/05/12 News M-F 5a | 5-6A | :30 | NM | 4 | \$1,400.00 | |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 | <u>Rate</u> \$350.00 | | | | , | |
| Week: 10/22/12 10/28/12 1 1 | \$350.00 | | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$350.00 | | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$350.00 | | | | | |
| 57 WISN 10/08/12 11/05/12 News M-F 6p Start Date End Date Weekdays Spots/Week | 6-630pm | :30 | NM | 5 | \$6,000.00 | |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 1 1 | <u>Rate</u> \$1,200.00 | | | | | |
| Week: 10/15/12 10/21/12 1 1 | \$1,200.00 | | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$1,200.00 | | - 1 | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,200.00 | | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,200.00 | | | | | |
| 58 WISN 10/15/12 11/05/12 News M-F 6a Start Date End Date Weekdays Spots/Week | 6-7A | :30 | NM | 4 | \$4,000.00 | |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 | <u>Rate</u> \$1,000.00 | | i | | | |
| Week: 10/22/12 10/28/12 1 1 | \$1,000.00 | | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,000.00 | | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,000.00 | | | | | |
| 59 WISN 11/06/12 11/06/12 News M-F 6a | 6-7A | :30 | NM | 1 | \$1,000.00 | |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u> \$1,000.00 | | | | | |
| 60 WISN 10/22/12 11/05/12 Entertainment Tonight | 630p-7pm | :30 | NM | 2 | \$1,700.00 | |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | Rate | | | | 7 171 00.00 | |
| Week: 10/22/12 10/28/12 1 1 Spot Ch Date Range Description | \$850.00 Start/End Time | Workdows Longth Bata | | | | |
| 1 WISN 10/22/12-10/28/12 Entertainment Tonight | 630p-7pm | <u>Weekdays</u> <u>Length</u> <u>Rate</u> M:30 \$850.00 | <u>Tγpe</u> <i>NM</i> | | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | | 100 \$000.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$850.00 | | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$850.00 | | | | | |
| 61 WISN 10/08/12 11/05/12 Good Morning America Start Date End Date Weekdays Spots/Week | 7-9a | :30 | NM | 5 | \$5,000.00 | |
| Start Date End Date Weekdays Spots/Week Week: 10/08/12 10/14/12 1 1 | <u>Rate</u> \$1,000.00 | | | | | |
| Week: 10/15/12 10/21/12 1 1 | \$1,000.00 | | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$1,000.00 | | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$1,000.00 | | | | | |
| Week: 11/05/12 11/11/12 1 1 | . \$1,000.00 | | | | | |
| 62 WISN 11/06/12 11/06/12 Good Morning America | 7-9a | :30 | NM | 1 | \$1,000.00 | |
| Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1 | <u>Rate</u> \$1,000.00 | | | | | |
| 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! | 9-10am | :30 | NM | 4 | \$1,800.00 | |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 1 1 | Rate | | | • | 1.,000.00 | |
| Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 | \$450.00 | | | | | |
| Week: 10/29/12 11/04/12 1 1 | \$450.00 \$450.00 | | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$450.00 | | | | | |
| | | | | | | |

:30

NM

\$1,000.00

PostBadger



| | 939457 / 11 | Alt Order # 06262067 | | |
|---------------------------------------|--------------------|---|--|--|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 | | |
| Advertiser Democratic Senatoria | | Original Date / Revision 10/29/12 / 10/29/12 | | |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate T | ype Spots | Amount |
|---|---|---|-------------|--------------|
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 S- 1 | <u>Rate</u> \$1,000.00 | , | уросроіз | Antount |
| 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/125- 1 | 630-7p, 6-630p <u>Rate</u> \$1,500.00 | :30 | NM 1 | \$1,500.00 |
| 66 WISN 10/04/12 10/04/12 LastResort Start Date | Thu 7-8p <u>Rate</u> \$3,000.00 | :30 | NM 1 | \$3,000.00 |
| 67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 5-6A <u>Rate</u> \$350.00 | :30 | NM 1 | \$350.00 |
| 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | 456-6AM <u>Rate</u> \$250.00 | :30 | NM 1 | \$250.00 |
| 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1 | 458-6AM <u>Rate</u> \$200.00 | :30 | NM 1 | \$200.00 |
| 70 WISN 10/04/12 10/05/12 KATIE COURIC Start Date | M-F 2-3P <u>Rate</u> \$400.00 | :30 | NM 2 | \$800.00 |
| 71 WISN 10/04/12 10/05/12 Nightline Start Date | 11p-1130p <u>Rate</u> \$1,500.00 | :30 | NM 1 | \$1,500.00 |
| 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date | INSIDE HUD 1035 <u>Rate</u> \$250.00 | :30 | NM 1 | \$250.00 |
| | | Totals | 339 | \$321,300.00 |

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 230 \$210,650.00 \$179.052.50 109 10/29/12 -11/06/12 \$110,650.00 \$94,052.50 Totals 339 \$321,300.00 \$273,105.00

| Signature: | Date: | |
|------------|-------|--|
|------------|-------|--|

CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

| | Contract / Re | vision | Alt Or | der# |
|-----------------------|---------------|----------|--------------------|-----------------|
| | 939457 | / 12 | 06262 | 2067 |
| Product | | | | · |
| DSCC-IE | | | | |
| Contract Dates | Estimate # | | | |
| 10/02/12 - 11/06/12 | 1533 | | | |
| <u>Advertiser</u> | | | Original E | Date / Revision |
| Democratic Senatorial | Campaign Com | ımittee | 11/01/1 | 2 / 11/01/12 |
| | Billing Cycle | Billing | Calendar | Cash/Trade |
| | EOM/EOC | Broado | cast | Cash |
| | Station | Accou | nt Executiv | ve Sales Office |
| | WISN | Will Hi | ldebrandt | HRP -Washingt |
| | Special Hand | lling | | |
| | | | | |
| | Demographic | <u> </u> | | |
| | Adults 35+ | | | |
| | | | | |
| | | <u> </u> | | |
| | | | iser Code | Product Code |
| | 8091 | 49 | | 53 |
| | Agency Ref | | Adver | tiser Ref |
| | | | iser Code Adver | 53 |

| | | Spot | s/ | | | |
|---|----------------------|-----------------------------|------------------------|-------------|------|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Wee | k Rate | Type S | pots | Amount |
| N 1 WISN 10/02/12 11/02/12 General Hospital | 2-3pm/1-2p | :30 | | NM | 7 | \$2,450.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -TWTF 2 | | | | | | |
| Week: 10/01/12 | \$350.00 | | | | | |
| Week: 10/15/12 10/14/12 -TWTF 2 | \$350.00 \$350.00 | | | | | |
| Week: 10/13/12 10/21/12 -TWTF 2 Week: 10/22/12 10/28/12 -TWTF 2 | \$350.00 \$350.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Monkdaya Laneth | Dete | I | | |
| 8 WISN 10/22/12-10/28/12 General Hospital | 2-3pm/1-2p | Weekdays Length -TuwThF :30 | Rate | <u>Type</u> | | |
| See MG 45.3,45.4,45.5 | 2-3piii/1-2p | =1uw111F :30 | \$350.00 | NM | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$350.00 | | | l | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | | |
| 9 WISN 10/29/12-11/04/12 General Hospital | 2-3pm/1-2p | -TuWThF :30 | \$350.00 | NM NM | | |
| See MG 57.6,57.7,57.8 | L Opiia i Lp | .50 | φ υσο.σφ | 14141 | | |
| 10 WISN 10/29/12-11/04/12 General Hospital | 2-3pm/1-2p | -TuWThF :30 | \$350.00 | NM | | |
| See MG 57.6,57.7,57.8 | 2 op , 2p | | Ψ000.00 | ''''' | | |
| E 2 WISN 10/02/12 11/02/12 Late News 10PM | 10-1030p | :30 | | NM | 11 | \$17,600,00 |
| Start Date End Date Weekdays Spots/Week | | | | | | Ψ11,000.00 |
| Week: 10/01/12 | \$1,600.00 | | | | | |
| Week: 10/08/12 | \$1,600.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 3 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuWThF :30 | \$1,600.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | | | | |
| 4 WISN 10/08/12-10/14/12 Late News 10PM | 10-1030p | -TuWThF :30 | \$ 1,600.00 | NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | | i | | |
| Week: 10/15/12 | \$1,600.00 | | | ļ | | |
| Week: 10/22/12 | \$1,600.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | Туре | | |
| 10 WISN 10/22/12-10/28/12 Late News 10PM | 10-1030p | -TuWThF :30 | \$1,600.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 | | | | | | |
| 11 WISN 10/22/12-10/28/12 Late News 10PM | 10-1030p | -TuWThF :30 | \$1,600.00 | NM | | |
| See MG 45.3,45.4,45.5 | 01.000.00 | | | | | |
| Week: 10/29/12 | \$1,600.00 | | | 1 | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



Week: 10/08/12

10/14/12

-TWTF--

2

Contract / Revision Alt Order # 939457 / 12 06262067 Contract Dates <u>Product</u> Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 11/01/12 / 11/01/12

Spots/ Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount Start Date End Date Weekdays Spots/Week Rate 3 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 10 \$5,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Spot Ch Date Range Description Start/End Time <u>Weekdays</u> Length Rate Type 3 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 3 \$500.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 5 WISN 10/15/12-10/21/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 7 WISN 10/15/12-10/21/12 The View 10-11am -TuWThF----:30 \$500.00 NM See MG 5.9,5.10,5.11 Week: 10/22/12 10/28/12 -TWTF--3 \$500.00 Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM \$4,750.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/01/12 10/07/12 \$950.00 -TWTF--Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p .30 NM \$7,400.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 \$750.00 -TWTF--1 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00 Week: 10/15/12 10/21/12 -TWTF--2 \$750.00 Spot Ch Date Range Description Start/End Time Weekdays <u>Length</u> Rate Type 3 WISN 10/15/12-10/21/12 Nightline 11p-1130p -TuWThF----:30 \$750.00 NM See MG 5.9,5.10,5.11 4 WISN 10/15/12-10/21/12 Nightline 11p-1130p -TuWThF----:30 \$750,00 NM See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34.14 9 WISN 10/21/12-10/21/12 World News Tonight *Sun 5-530p -----SL :30 \$1,500.00 NM MG for 3.7,13.6,13.7,5.3 10 WISN 10/28/12-10/28/12 World News Tonight *Sun 5-530p :30 \$1,500.00 NM MG for 3.7,13.6,13.7,5.3 11 WISN 10/21/12-10/21/12 News Sun 7-9a 7-9am :30 \$650.00 NM **MG** for 3.7,13.6,13.7,5.3 Week: 10/22/12 10/28/12 -TWTF--2 \$750.00 Week: 10/29/12 11/04/12 -TWTF--2 \$750.00 Spot Ch Date Range Description Start/End Time Weekdays | Length Rate Type 7 WISN 10/29/12-11/04/12 Nightline 11p-1130p -TuWThF----:30 \$750.00 NM See MG 57.6,57.7,57.8 WISN 10/02/12 11/02/12 ANDERSON COOPER M-F 11A-12P :30 NM 14 \$3,150.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$225.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

\$225.00



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

| Advertiser | Original Date / Revision |
|--------------------------|--------------------------|
| Democratic Senatorial Ca | 11/01/12 / 11/01/12 |

| *Line Ch Start Date End Date Description | Start/End Time | Spo Days Length We | | TypeS | Prote | A ma a unit |
|--|----------------------------|-----------------------------|-------------------------|--------------------------|-------|-------------|
| Start Date End Date Weekdays Spots/Week | Rate | Dayo Lengui We | ek Kate | Types | ppois | Amount |
| Week: 10/15/12 | \$225.00 | | | | | |
| Week: 10/22/12 | \$225.00 | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$225.00 | | | | | |
| 7 WISN 10/09/12 11/02/12 THE CHEW | 12P-1P | :30 | | NM | 8 | \$2,400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | | , ,,,,,,,, |
| Week: 10/08/12 | \$300.00 | | | - 1 | | |
| Week: 10/22/12 10/28/12 -TWTF 2 | \$300.00 \$300.00 | | | | | |
| Week: 10/29/12 11/04/12 -TwTF 2 | \$300.00 | | | | | |
| 8 WISN 10/02/12 11/02/12 KATIE COURIC | M-F 2-3P | -20 | | | | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | | NM | 10 | \$4,000.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 | \$400.00 | | | | | |
| Week: 10/08/12 | \$400.00 | | | | | |
| Week: 10/15/12 | \$400.00 | | | ı | | |
| Week: 10/22/12 10/28/12 -TWTF 2 | \$400.00 | | | | | |
| Week: 10/29/12 11/04/12 -TwTF 2 | \$400.00 | | | | | |
| 9 WISN 10/02/12 11/02/12 3-4p | 3-4p | :30 | | NM | 10 | \$5,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 | Rate | | | | | • |
| Week: 10/01/12 | \$500.00 | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 2 | \$500.00 \$500.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 2 | \$500.00 | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 2 | \$500.00 | | | | | |
| N 10 WISN 10/02/12 11/02/12 DR. OZ | 4P-5P | :30 | | NM | 9 | \$E 400.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | | 14141 | Ð | \$5,400.00 |
| Week: 10/01/12 | \$600.00 | | | | | |
| Week: 10/08/12 10/14/12 -TWTF 2 | \$600.00 | | | | | |
| Week: 10/15/12 10/21/12 -TwTF 2 | \$600.00 | | | Ī | | |
| Week: 10/22/12 | \$600.00 | | | | | |
| Spot Ch Date Range Description | \$600.00 Start/End Time | Mantalana tanat | D.1. | _ | | |
| 10 WISN 10/29/12-11/04/12 DR. OZ | 4P-5P | Weekdays Length -TuWThF :30 | <u>Rate</u> \$600.00 | <u>Type</u> <i>NM</i> | | |
| See MG 57.6,57.7,57.8 | 41 -OI | - Tuw 11(F 30 | \$000.00 | IVIVI | | |
| E 11 WISN 10/02/12 11/02/12 News M-F 5p | 5-530pm | :30 | | NDA | | 045 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | | NM | 14 | \$15,200.00 |
| Week: 10/01/12 | \$1,000.00 | | | | | |
| Week: 10/08/12 | \$1,000.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 3 WISN 10/08/12-10/14/12 News M-F 5p | 5-530pm | -TuWThF :30 | \$1,000.00 | NM | | |
| See MG 11.15,11.16,11.17 4 WISN 10/08/12-10/14/12 News M-F 5p | 5-530pm | -TuWThF :30 | 64 000 00 | | | |
| See MG 11.15,11.16,11.17 | <i>3-330pm</i> | -TuWThF :30 | \$1,000.00 | NM | | |
| 15 WISN 10/11/12-10/11/12 World News Tonight | M-Su 530-6p | Th :30 | \$3,000.00 | NM | | |
| → MG for 13.5,11.3,11.4,3.4,3.3 | ,- | | , | '' | | |
| 16 WISN 10/13/12-10/13/12 College Football Game #1 | 11a-230 | sa :30 | \$700.00 | NM | | |
| (H) MG for 13.5,11.3,11.4,3.4,3.3 | | | |] | | |
| 17 WISN 10/12/12-10/12/12 Jimmy Kimmel ⊕ MG for 13.5,11.3,11.4,3.4,3.3 | 1130-1230a | F: :30 | \$500.00 | NM | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$1,000.00 | | | | | |
| | φ1,000.00 | | | 1 | | |

11/01/12 / 11/01/12



| | Contract / Revision 939457 / 12 | <u>Alt Order #</u> 06262067 |
|---------------------------------------|------------------------------------|--------------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser | Or | iginal Date / Revision |

Democratic Senatorial Ca

| *Line Ch Chart Date Find Date Date Date | . | Spo | | | | |
|---|----------------------------|--|---------------------------|-------------------|-----|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Wee | k Rate | TypeSp | ots | Amount |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 -TwTF 3 | <u>Rate</u> \$1,000.00 | **** | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Type | | |
| 9 WISN 10/22/12-10/28/12 News M-F 5p | 5-530pm | -TuWThF :30 | \$1,000.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 Week: 10/29/12 11/04/12 -TwTF 3 | | | | | | |
| | \$1,000.00 | | | | | |
| 12 WISN 10/02/12 11/02/12 News M-F 5a | 5-6A | :30 | | NM | 15 | \$5,250.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12 -TwTF 2 | <u>Rate</u> \$350.00 | | | | | |
| Week: 10/08/12 10/14/12 -TWTF 3 | \$350.00 \$350.00 | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$350.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$350.00 | | | | | |
| Week: 10/29/12 11/04/12 -TWTF 4 | \$350.00 | | | | | |
| N 13 WISN 10/02/12 11/02/12 News M-F 6p | 6-630pm | :30 | | | • | 00 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | | NM | 8 | \$9,600.00 |
| Week: 10/01/12 | \$1,200.00 | | | | | |
| Week: 10/08/12 | \$1,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 5 WISN 10/08/12-10/14/12 News M-F 6p | 6-630pm | -TuWThF :30 | \$1,200.0 0 | NM | | |
| See MG 11.15,11.16,11.17 Week: 10/15/12 10/21/12 -TWTF 3 | 04.000.00 | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 Spot Ch Date Range Description | \$1,200.00 | TALL IN THE STATE OF | _ | | | |
| 6 WISN 10/15/12-10/21/12 News M-F 6p | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| See MG 5.9,5.10,5.11 | 6-630pm | -TuWThF :30 | \$ 1,200.00 | NM | | |
| 7 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | -TuWThF :30 | \$1,200.00 | NM | | |
| See MG 5.9,5.10,5.11 | , | | ψ1,£00.00 | 7 4797 | | |
| 8 WISN 10/15/12-10/21/12 News M-F 6p | 6-630pm | -TuWThF :30 | \$1,200.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34. | | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> | <u>Rate</u> | <u>Type</u> | | |
| 11 WISN 10/22/12-10/28/12 News M-F 6p See MG 45.3,45.4,45.5 | 6-630pm | -TuWThF :30 | \$1,200.00 | NM | | |
| Week: 10/29/12 11/04/12 -TWTF 3 | \$1,200.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Data | - | | |
| 14 WISN 10/29/12-11/04/12 News M-F 6p | 6-630pm | <u>Weekdays</u> <u>Length</u> -TuWThF :30 | <u>Rate</u> \$1,200.00 | <u>Type</u> NM | | |
| See MG 57.6,57.7,57.8 | p | .00 | Ψ1,200:00 | 10101 | | |
| 14 WISN 10/02/12 11/02/12 News M-F 6a | 6-7A | :30 | ****** | NM | 1 E | 645 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | IAIAI | 15 | \$15,000.00 |
| Week: 10/01/12 | \$1,000.00 | | | | | |
| Week: 10/08/12 10/14/12 -TWTF 3 | \$1,000.00 | | | | | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$1,000.00 | | | | | |
| Week: 10/22/12 10/28/12 -TWTF 3 | \$1,000.00 | | | | | |
| Week: 10/29/12 11/04/12 -TwTF 4 | \$1,000.00 | | | | | |
| N 15 WISN 10/02/12 11/02/12 Entertainment Tonight | 630p-7pm | :30 | | NM | 7 | \$5,950.00 |
| Week: 10/01/12 End Date Weekdays Spots/Week | Rate | | | | | - |
| Spot Ch Date Range Description | \$850.00 Start/End Time | Monkdaya | D-4- | <u>.</u> | | |
| 1 WISN 10/01/12-10/07/12 Entertainment Tonight | 630p-7pm | Weekdays Length -TuwThF :30 | Rate | <u>Type</u> | | |
| See MG 23.6 | usop-i pili | .30 .30 | \$850.00 | NM | | |
| Week: 10/08/12 | \$850.00 | | | | | |



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 Democratic Senatorial Ca / 11/01/12

| | | Spo | ts/ | | |
|---|-------------------------------|-------------------------------|-------------------------|--------------------------|---------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Wee | | Type Spot | s Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | <u> </u> |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | Type | |
| 4 WISN 10/08/12-10/14/12 Entertainment Tonight See MG 31.6 | 630p-7pm | -TuWThF :30 | \$850.00 | NM | |
| Week: 10/15/12 10/21/12 -TWTF 3 | \$850.00 | | | i | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Poto | Type | |
| 6 WISN 10/15/12-10/21/12 Entertainment Tonight | 630p-7pm | -TuwThF :30 | <u>Rate</u> \$850.00 | <u>Type</u> <i>NM</i> | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | | .00 | Ψυσυ.συ | 10107 | |
| Week: 10/22/12 | \$850.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Tvpe</u> | |
| 8 WISN 10/22/12-10/28/12 Entertainment Tonight | 630p-7pm | -TuWThF :30 | \$850.00 | NM | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | | | | ĺ | |
| Week: 10/29/12 11/04/12 -TWTF 3 | \$850.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | |
| 11 WISN 10/29/12-11/04/12 Entertainment Tonight | 630p-7pm | -TuWThF :30 | \$850.00 | NM | |
| See MG 57.6,57.7,57.8 | | | - reman | | |
| 16 WISN 10/02/12 11/02/12 Good Morning America | 7-9a | :30 | | NM 2 | 1 \$21,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 −TwTF 3 | <u>Rate</u> \$1,000.00 | | | İ | |
| Week: 10/08/12 10/14/12 -TWTF 4 | \$1,000.00 | | | | |
| Week: 10/15/12 10/21/12 -TWTF 4 | \$1,000.00 | | | | |
| Week: 10/22/12 10/28/12 -TWTF 5 | \$1,000.00 | | | | |
| Week: 10/29/12 11/04/12 -TwTF 5 | \$1,000.00 | | | | |
| 17 WISN 10/02/12 11/02/12 LIVE WITH KELLY! | 9-10am | :30 | | | |
| Start Date End Date Weekdays Spots/Week | Rate | .30 | | NM 1 | 4 \$6,300.00 |
| Week: 10/01/12 10/07/12 -TWTF 2 | \$450.00 | | | | |
| Week: 10/08/12 | \$450.00 | | | į. | |
| Week: 10/15/12 | \$450.00 | | | ı | |
| Week: 10/22/12 10/28/12 -TwTF 3 | \$450.00 | | | | |
| Week: 10/29/12 11/04/12 -TwTF 4 | \$450.00 | | | | |
| E 18 WISN 10/26/12 10/26/12 2020 | Fri 9-10p | :30 | | NM | 0 \$0.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | | ***** |
| Week: 10/22/12 10/28/121 1 | \$3,000.00 | | | | |
| <u>Spot Ch Date Range Description</u> 1 WISN 10/22/12-10/28/12 2020 | Start/End Time | <u>Weekdays</u> <u>Length</u> | Rate | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 2020 See MG 45.3,45.4,45.5 | Fri 9-10p | F :30 | \$ 3,000.00 | NM | |
| | | | | | |
| N 19 WISN 10/08/12 11/05/12 Dancing Start Date End Date Weekdays Spots/Week | Prime Other | :30 | | NM | 3 \$15,000.00 |
| Week: 10/08/12 10/14/12 1 1 | <u>Rate</u> \$5,000.00 | | | | |
| Week: 10/15/12 10/21/12 1 1 | \$5,000.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$5,000.00 | | | İ | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Type | |
| 3 WISN 10/22/12-10/28/12 Dancing | Prime Other | M :30 | \$5,000.00 | NM | |
| See MG 19.6 | | | • | | |
| 6 WISN 10/22/12-10/28/12 Dancing | Mon 7-8p | M:30 | \$ 5,000.00 | NM | |
| ® See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$5,000.00 | | | | |
| 0 101 | \$5,000.00 Stock/End Time | Managaran t " | | _ | |
| Spot Ch Date Range Description 5 WISN 11/05/12-11/11/12 Dancing | Start/End Time Prime Other | Weekdays Length | Rate | <u>Type</u> | |
| See MG 57.6,57.7,57.8 | Finne Other | M: 30 | \$5,000.00 | NM | |
| | | | | | |



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate# 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

| | | Spo | ots/ | | | |
|---|-----------------------------------|------------------|---------------------------|-------------------|------|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length We | ek Rate | TypeS | pots | Amount |
| E 20 WISN 10/22/12 10/29/12 Castle | Mon 9-10p | :30 | | NM | 0 | \$0.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1 | Rate | | | | | |
| Spot Ch Date Range Description | \$4,000.00 Start/End Time | Mantedaya Lausti | D./- | _ | | |
| 1 WISN 10/22/12-10/28/12 Castle | Mon 9-10p | Weekdays Length | <u>Rate</u> \$4,000.00 | <u>Type</u> NM | | |
| Credited | won o-rop | .30 | \$4,000.00 | IVIVI | | |
| Week: 10/29/12 11/04/12 1 1 | \$4,000.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Ty</u> pe | | |
| 2 WISN 10/29/12-11/04/12 Castle | Mon 9-10p | M:30 | \$4,000.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | 1.14 | | | | | |
| 21 WISN 10/06/12 11/03/12 Late News Sa 10pm | 10-1035p | :30 | | NM | 5 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1 | Rate | | | | | |
| Week: 10/01/12 10/07/121- 1 Week: 10/08/12 10/14/121- 1 | \$600.00 | | | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 \$600.00 | | | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | | | | |
| E 22 WISN 10/13/12 10/13/12 College Football Game #2 | 230p-6p | :30 | | NM | 4 | 00 500 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | IAIAI | 1 | \$6,500.00 |
| Week: 10/08/12 10/14/121- 1 | \$6,500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 1 WISN 10/08/12-10/14/12 College Football Game #2 | 230р-6р | Sa :30 | \$6,500.00 | NM | | |
| See MG 22.2 2 WISN 10/06/12-10/06/12 College Football BADGER | 000- 0- | | | | | |
| MG for 22.1 10/13 | 230p-6p | Sa :30 | \$6,500.00 | NM | | |
| E 23 WISN 10/06/12 11/03/12 News Sa 6p-630p | 6-630pm | -20 | | | _ | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | | NM | 7 | \$7,750.00 |
| Week: 10/01/12 10/07/121- 1 | \$500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | | |
| 1 WISN 10/01/12-10/07/12 News Sa 6p-630p | 6-630pm | sa :30 | \$50 0.00 | NM | | |
| See MG 23.6 | | | | | | |
| 6 WISN 10/01/12-10/07/12 Late News 1030PM | 1030p-11p | MTuWThF :30 | \$1,350.00 | NM | | |
| | \$500.00 | | | | | |
| Spot Ch Date Range Description | \$500.00 <u>Start/End Time</u> | Weekdays Length | Dain | | | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | Weekdays Length | <u>Rate</u> \$500.00 | <u>Type</u> NM | | |
| See MG 23.7,23.8,23.9,23.10 | о осории | Ja ,50 | \$000.00 | IVIVI | | |
| 7 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 | \$1,500,00 | NM | | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 | | | • | | | |
| 8 WISN 10/10/12-10/12/12 Late News 1030PM | 1030p-11p | WThF :30 | \$1,500.00 | NM | | |
| MG for 25.2,2.4,27.1,27.2,2.3,23.2 WISN 10/10/12-10/12/12 Late News 1030PM | 4000 44 | | | | | |
| ⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 1030p-11p | WThF :30 | \$1,500.00 | NM | | |
| 10 WISN 10/13/12-10/13/12 Prime Nascar | M-Su 6-1030PM | Sa :30 | \$900.00 | A16.4 | | |
| ⊕ MG for 25.2,2.4,27.1,27.2,2.3,23.2 | 121-04 0-1000F1VI | 3a .30 | φ3(0,00 | NM | | |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | | | |
| Week: 10/22/12 10/28/121- 1 | \$500.00 | | | - 1 | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | Type | | |
| 4 WISN 10/22/12-10/28/12 News Sa 6p-630p | 6-630pm | Sa :30 | \$500.00 | NM. | | |
| See MG 45.3,45.4,45.5 | | | | 1 | | |
| Week: 10/29/12 11/04/121- 1 | \$500.00 | | | 1 | | |

MG for 28.1 10/13



| | Contract / Revision | Alt Order # |
|---------------------|---------------------|-------------|
| | 939457 / 12 | 06262067 |
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

Advertiser Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

| | Den | nocratic Senatorial Ca | 11/01/12 | / 11 | /01/12 |
|---|----------------------------|------------------------------|--------------------|-------|------------|
| | | Snote/ | | | |
| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week I | Rate Type S | Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| 24 WISN 10/13/12 11/03/12 Sa 458-6a | 456-6AM | :30 | NM | 4 | \$800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | | - | , 200.00 |
| Week: 10/08/12 10/14/121- 1 | \$200.00 | | | | |
| Week: 10/15/12 10/21/121- 1 | \$200.00 | | | | |
| Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1 | \$200.00 | | | | |
| | \$200.00 | | | | |
| E 25 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week | 6-630pm | :30 | NM | 2 | \$1,400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1 | <u>Rate</u> \$700.00 | | | | |
| Week: 10/08/12 10/14/121- 1 | \$700.00 | | 1 | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate Type | | |
| 2 WISN 10/08/12-10/14/12 News Sa 6p-630p | 6-630pm | | 1400 NM | | |
| See MG 23.7,23.8,23.9,23.10 | | | | | |
| Week: 10/15/12 10/21/121- 1 | \$700.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate <u>Type</u> | | |
| 3 WISN 10/15/12-10/21/12 News Sa 6p-630p | 6-630pm | Sa :30 \$70 | 0.00 NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | | | | | |
| Week: 10/22/12 10/28/121- 1 | \$700.00 | AH 1 | | | |
| Spot Ch Date Range Description 4 WISN 10/22/12-10/28/12 News Sa 6p-630p | Start/End Time | | Rate Type | | |
| See MG 45.3,45.4,45.5 | 6-630pm | Sa :30 \$70 | 0.00 NM | | |
| Week: 10/29/12 11/04/121- 1 | \$700.00 | | | | |
| 26 WISN 10/06/12 11/03/12 Sat GMA | | -20 | | _ | |
| Start Date End Date Weekdays Spots/Week | 6-7a Rate | :30 | NM | 5 | \$3,000.00 |
| Week: 10/01/12 10/07/121- 1 | \$600,00 | | Į | | |
| Week: 10/08/12 10/14/121- 1 | \$600.00 | | | | |
| Week: 10/15/12 10/21/121- 1 | \$600.00 | | | | |
| Week: 10/22/12 10/28/121- 1 | \$600.00 | | | | |
| Week: 10/29/12 11/04/121- 1 | \$600.00 | | 1 | | |
| E 27 WISN 10/20/12 11/03/12 SA 630-7p | 630p-7p | :30 | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week | Rate | | ***** | Ü | φυ.υυ |
| Week: 10/15/12 10/21/121- 1 | \$500.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | | Rate Type | | |
| 1 WISN 10/15/12-10/21/12 SA 630-7p | 630p-7p | Sa :30 \$50 | 0.00 NM | | |
| See MG 23.7,23.8,23.9,23.10 Week: 10/22/12 10/28/12 0 | 80.00 | | | | |
| Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121- 1 | \$0.00 \$500.00 | | ļ | | |
| Spot Ch Date Range Description | \$500,00 Start/End Time | Weekdays Length | Data Tour | | |
| 2 WISN 10/29/12-11/04/12 SA 630-7p | 630p-7p | | Rate Type | | |
| See MG 23.7,23.8,23.9,23.10 | ooop-rp | 3a ;50 \$5 0 | 0.00 NM | | |
| E 28 WISN 10/13/12 10/27/12 Sat 630-7p | 630-7p | -20 | 1 t 1 A | _ | |
| Start Date End Date Weekdays Spots/Week | Rate | :30 | NM | 2 | \$1,000.00 |
| Week: 10/08/12 10/14/121- 1 | \$1,000.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate Type | | |
| 1 WISN 10/08/12-10/14/12 Sat 630-7p | 630-7p | Sa :30 \$ 1,0 0 | | | |
| See MG 28.3,28.4 | - | | | | |
| 3 WISN 10/16/12-10/19/12 Jimmy Kimmel | 1130-1230a | -TuWThF :30 \$50 | 0.00 NM | | |
| ⊕ MG for 28.1 10/13 | 4.444.4#== | | | | |
| 4 WISN 10/16/12-10/19/12 Jimmy Kimmel | 1130-1230a | -TuWThF :30 \$50 | 0.00 NM | | |



| | Contract / Revision 939457 / 12 | Alt Order # 06262067 |
|---------------------|------------------------------------|-------------------------|
| Contract Dates | Product | Estimate # |
| 10/02/12 - 11/06/12 | DSCC-IE | 1533 |

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 11/01/12 / 11/01/12

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Type Spots | Amount |
|---|-----------------------------|---|--------------|-------------|
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | <u> </u> | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | |
| Week: 10/22/12 10/28/121- 1 Spot Ch Date Range Description | \$1,000.00 | 10/ochdovo Loveth Dete | _ | |
| Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 Sat 630-7p | Start/End Time 630-7p | Weekdays Length Rate | Type | |
| See MG 45.3,45.4,45.5 | 030-7μ | Sa :30 \$1 ,000.00 | NM | |
| 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal | 7-1030n | :30 | NM 3 | ¢2 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | 14IVI 3 | \$3,000.00 |
| Week: 10/01/12 10/07/121- 1 | \$1,000.00 | | | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | |
| Week: 10/15/12 10/21/122- 2 | \$1,000.00 | | | |
| 30 WISN 10/13/12 11/03/12 News Sat 7-9a | 7-9am | :30 | NM 4 | \$1,800.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | · |
| Week: 10/08/12 10/14/121- 1 | \$450.00 | | i | |
| Week: 10/15/12 10/21/121- 1 Week: 10/22/12 10/28/121- 1 | \$450.00 | | | |
| Week: 10/22/12 | \$450.00 | | | |
| | \$450.00 | | | |
| N 31 WISN 10/07/12 11/04/12 Late News 10pm Start Date End Date Weekdays Spots/Week | 10p-1030p | :30 | NM 4 | \$7,250.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121 1 | <u>Rate</u> \$1,600.00 | |] | |
| Week: 10/08/12 10/14/121 1 | \$1,600.00 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length Rate | Type | |
| 2 WISN 10/08/12-10/14/12 Late News 10pm | 10p-1030p | St :30 \$1,600.00 | NM | |
| See MG 31.6 | | • • | | |
| 6 WISN 10/15/12-10/15/12 World News Tonight | M-Su 530-6p | M: :30 \$2,450.00 | NM | |
| ⊕ MG for 31.2,15.4 | | | | |
| Week: 10/15/12 10/21/121 1 | \$1,600.00 | | | |
| Week: 10/22/12 | \$1,600.00 | | | |
| Week: 10/29/12 11/04/121 1 <u>Spot Ch</u> <u>Date Range</u> Description | \$1,600.00 | 10/a aladama Lanath Data | . | |
| 5 WISN 10/29/12-11/04/12 Late News 10pm | Start/End Time 10p-1030p | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | Type | |
| See MG 57.6,57.7,57.8 | 10p-1030p | SL :30 \$1,600.00 | NM | |
| N 32 WISN 10/14/12 11/04/12 Late News SU 1030PM | 1020n 11n | .20 | N/BA | 00 0 0 00 |
| Start Date End Date Weekdays Spots/Week | 1030p-11p Rate | :30 | NM 3 | \$2,850.00 |
| Week: 10/08/12 10/14/121 1 | \$950.00 | | | |
| Week: 10/15/12 10/21/121 1 | \$950.00 | | | |
| Week: 10/22/12 10/28/121 1 | \$950.00 | | j | |
| Week: 10/29/12 11/04/121 1 | \$950.00 | |] | |
| Spot Ch Date Range Description | Start/End Time | <u>Weekdays</u> <u>Length</u> <u>Rate</u> | <u>Type</u> | |
| 4 WISN 10/29/12-11/04/12 Late News SU 1030PM | 1030p-11p | Si :30 \$950.00 | NM | |
| See MG 57.6,57.7,57.8 | | | ···· | |
| 33 WISN 10/14/12 11/04/12 Su 458-6a | 458-6AM | :30 | NM 4 | \$800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121 1 | <u>Rate</u> \$200.00 | | l | |
| Week: 10/15/12 10/21/121 1 | \$200.00 | | l | |
| Week: 10/22/12 10/28/121 1 | \$200.00 | | l | |
| Week: 10/29/12 11/04/121 1 | \$200.00 | | l | |
| E 34 WISN 10/07/12 11/04/12 News Sun 530pm | 530-6p | :30 | NM 13 | \$23,650.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | 1311 | Ψ20,000.00 |
| Week: 10/01/12 10/07/121 1 | \$500.00 | | [| |
| | | | | |

(* Line Transactions: N = New, E = Edited, D = Deleted)



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812
 Contract / Revision
 Alt Order #

 939457 / 12
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 11/01/12 / 11/01/12

| | | Spo | ots/ | | | |
|--|-----------------------------------|---------------------|-------------|-------------|-----|-------------|
| *Line Ch Start Date End Date Description | Start/End Time | • | | Type Spots | 3 | Amount |
| Start Date End Date Weekdays Spots/Week | | | | | ••• | <u> </u> |
| Week: 10/08/12 10/14/121 1 | \$500.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$500.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | | |
| 3 WISN 10/15/12-10/21/12 News Sun 530pm | 530-6p | St :30 | \$500.00 | NM | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,3 6 WISN 10/29/12-11/02/12 3-4p | | uzwale a .00 | 04.050.00 | | | |
| ⊕ MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | 3-4p | MTuWThF :30 | \$1,350.00 | NM | | |
| 7 WISN 10/25/12-10/25/12 LastResort | 7.0,46.1,3.5,5.4,20.2 Thu 7-8p | ,34.3 Th :30 | \$3,400.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | \$5,400.00 | INIVI | | |
| 8 WISN 10/29/12-11/02/12 DR. OZ | 4P-5P | MTuWThF :30 | \$1,275.00 | NM | | |
| (f) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | 5.6,46.1,3.5,5,4,20,2 | | 41,210.00 | | | |
| 9 WISN 10/29/12-11/02/12 DR. OZ | 4P-5P | MTuWThF :30 | \$1,275.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | i.6,46.1,3.5,5.4,20.2 | ,34.3 | • | | | |
| 10 WISN 11/01/12-11/01/12 46TH ANNUAL CMA AWA | | Th :30 | \$12,000.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | 5.6,46.1,3.5,5.4,20.2 | ,34.3 | | | | |
| 11 WISN 10/29/12-11/02/12 Jimmy Kimmel | | P-MTuWThF :30 | \$250.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | | | | |
| 12 WISN 10/29/12-11/02/12 Jimmy Kimmel | | P-MTuWThF :30 | \$250.00 | NM | | |
| (b) MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | 0050.00 | | | |
| 13 WISN 10/29/12-11/02/12 Jimmy Kimmel → MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | P-MTuWThF :30 | \$250.00 | NM | | |
| 14 WISN 10/28/12-10/28/12 Late News Rotation | | ,34.3 /\$:St :30 | \$1,600.00 | NM | | |
| MG for 19.6,60.1,11.9,42.2,49.2,13.8,25.3,2.10,15.8,15 | | | \$1,000.00 | 14101 | | |
| Week: 10/22/12 10/28/121 1 | \$500.00 | ,07.0 | | | | |
| Week: 10/29/12 11/04/121 1 | \$500.00 | | | | | |
| 35 WISN 10/07/12 11/04/12 Sun GMA | 6-7a | :30 | | NM | 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | I SIVI | • | Ψ2,000.00 |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | |
| 36 WISN 10/21/12 10/21/12 Once | Sun 7-8p | :30 | | NM | 1 | \$2,500.00 |
| Start Date | <u>Rate</u> | | | | | , |
| Week: 10/15/12 10/21/121 1 | \$2,500.00 | | | | | |
| 37 WISN 10/07/12 11/04/12 News Sun 7-9a | 7-9am | :30 | | NM | 5 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | | |
| Week: 10/01/12 10/07/121 1 | \$400.00 | | | | | |
| Week: 10/08/12 10/14/121 1 | \$400.00 | | | | | |
| Week: 10/15/12 10/21/121 1 | \$400.00 | | | | | |
| Week: 10/22/12 10/28/121 1 | \$400.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$400.00 | | | | | |
| 38 WISN 10/14/12 11/04/12 This Week With George St | ep930-1030am | :30 | | NM | 2 | \$2,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | I | | |
| Week: 10/08/12 10/14/121 1 | \$1,000.00 | | | | | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | | | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | | | |
| Week: 10/29/12 11/04/121 1 | \$1,000.00 | | | | | |
| E 39 WISN 10/09/12 10/23/12 DanceResults | Tue 7-8p | :30 | | NM | 3 | \$12,500.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 Inscc-ie 1533

| 10,02,12 | D000-1L | 1555 | |
|--------------------------|---------|---------------|------------|
| Advertiser | | Original Date | / Revision |
| Democratic Senatorial Ca | I | 11/01/12 | / 11/01/12 |
| | | | |

| *Line Ch Start Date End Date Description | Start/End Time | Spo | | T | |
|--|------------------------------|--------------------------|---------------------------|--------------------------|------------|
| Start Date End Date Weekdays Spots/Week | Rate | Days Length Wee | ek Rate | Type Spots | Amount |
| Week: 10/08/12 10/14/12 -1 1 | \$5,000.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | |
| 1 WISN 10/08/12-10/14/12 DanceResults | Tue 7-8p | -Tu:30 | \$5,00 0.00 | NM | |
| See MG 39.3,39.4 | | | | | |
| 3 WISN 10/08/12-10/14/12 DWTS Results ⊕ MG for 40.2,39.1 | Tue 8-9p | -T u :30 | \$5,000.00 | NM | |
| 4 WISN 10/08/12-10/14/12 DWTS- Judges Analysis | Tue 7-8p | -Tu :30 | £0.500.00 | NA | |
| (f) MG for 40.2,39.1 | 186 1-0p | -14 | \$2,500.00 | NM | |
| Week: 10/15/12 10/21/12 0 | \$0.00 | | | | |
| Week: 10/22/12 10/28/12 -1 1 | \$5,000.00 | | | | |
| E 40 WISN 10/02/12 10/09/12 HappyEnd | Tue 8-9p | :30 | | NM 1 | \$2,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1 | Rate | | | | 1-,000.00 |
| | \$2,500.00 | 141 1 1 11 | | _ | |
| Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 HappyEnd | Start/End Time Tue 8-9p | Weekdays Length | Rate | <u>Type</u> | |
| See MG 40.3 | rue o-sp | -Tu: :30 | \$ 2,500.00 | NM | |
| 3 WISN 10/01/12-10/07/12 DWTS Results | Tue 8-9p | -Tu :30 | \$ 2,500.00 | NM | |
| ★ See MG 40.4 | ř | | , | | |
| 4 WISN 10/01/12-10/07/12 DWTS | Tue 7-8p | -Tu :30 | \$2,500.00 | NM | |
| ⊕ MG for 40.3 10/02 Week: 10/08/12 10/14/12 -1 1 | 60 500 00 | | | | |
| Spot Ch Date Range Description | \$2,500.00 Start/End Time | Magkdaya Lazath | D-4- | <u>_</u> | |
| 2 WISN 10/08/12-10/14/12 HappyEnd | Tue 8-9p | Weekdays Length -Tu: :30 | <u>Rate</u> \$2,500,00 | <u>Type</u> <i>NM</i> | |
| See MG 39.3,39.4 | , uc o op | ,30 | Ф≥,000.00 | IVIVI | |
| N 41 WISN 10/02/12 10/30/12 PrivatePractice | Tue 9-10p | :30 | | NM 1 | \$2,200.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | 100 | | 14141 | \$2,200.00 |
| Week: 10/01/12 10/07/12 -1 1 | \$2,200.00 | | | | |
| Spot Ch Date Range Description 1 WISN 10/01/12-10/07/12 PrivatePractice | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | |
| See MG 41.4 | Tue 9-10p | -Tu :30 | \$2,200.00 | NM | |
| 4 WISN 10/01/12-10/07/12 Scandal | Thu 9-10p | Th :30 | \$2,200.00 | NM | |
| → MG for 41.1 10/02 | | | Ψ2,200.00 | INIVI | |
| Week: 10/08/12 10/14/12 0 | \$0.00 | | | | |
| Week: 10/15/12 10/21/12 -1 1 | \$2,200.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | |
| 2 WISN 10/15/12-10/21/12 PrivatePractice Credited | Tue 9-10p | -Tu: :30 | \$2,200.00 | NM | |
| Week: 10/22/12 10/28/12 0 | \$0.00 | | | | |
| Week: 10/29/12 11/04/12 -1 1 | \$2,200.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | |
| 3 WISN 10/29/12-11/04/12 PrivatePractice | Tue 9-10p | -Tu :30 | \$2,200.00 | NM | |
| See MG 57.6,57.7,57.8 | | | . , | | |
| E 42 WISN 10/16/12 10/30/12 HappyEnd | Tue 8-9p | :30 | | NM 1 | \$3,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 -1 1 | Rate | | | | |
| Spot Ch Date Range Description | \$3,000.00 Start/End Time | Mookdova Leasth | D-4. | | |
| 1 WISN 10/15/12-10/21/12 HappyEnd | Start/End Time Tue 8-9p | Weekdays Length | <u>Rate</u> \$3,000.00 | Type | |
| Credited | . 40 0 0p | .u ,30 | ᡏᢒ;ᠣ᠐ᠮ.᠐ᠮ | NM | |
| Week: 10/22/12 10/28/12 -1 1 | \$3,000.00 | | | | |
| | | | | • | |



Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 11/01/12 / 11/01/12 Democratic Senatorial Ca

| | | Spot | s/ | | | |
|---|-------------------------------|---|------------------------|-------------|-------|----------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length Wee | k Rate | Type S | Spots | Amount |
| Start Date End Date Weekdays Spots/Week Spot Ch Date Range Description | <u>Rate</u> Start/End Time | Weekdays Length | Rate | Type | | |
| 2 WISN 10/22/12-10/28/12 HappyEnd See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | Tue 8-9p | -Tu: :30 | \$3,000.00 | NM | | |
| Week: 10/29/12 11/04/12 -1 1 | \$3,000.00 | | | i | | |
| 43 WISN 10/27/12 10/27/12 College Football Game #2 | 230p-6p | :30 | | NM | 1 | \$7,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1 | <u>Rate</u> \$7,000.00 | | | | | |
| N 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal | 7-1030p | :30 | | NM | 1 | \$1,300.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/122- 2 | <u>Rate</u> \$1,300.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| 2 WISN 10/29/12-11/04/12 ABC Prime College Footba See MG 57.6,57.7,57.8 | 1 7-1030p | Sa :30 | \$ 1,300.00 | NM | | |
| E 45 WISN 10/28/12 10/28/12 Sun 9-930A | 9-930A | :30 | | NM | 3 | \$8,800.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 2 2 | <u>Rate</u> \$225.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | <u>Type</u> | | |
| 1 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5 | 9-930A | St :30 | \$225.00 | NM | | |
| 2 WISN 10/22/12-10/28/12 Sun 9-930A See MG 45.3,45.4,45.5 | 9-930A | St :30 | \$225.00 | NM | | |
| 3 WISN 10/30/12-10/30/12 World News Tonight | M-Su 530-6p | -Tu:30 | \$4,000.00 | NM | | |
| See MG 45.6 4 WISN 10/31/12-10/31/12 World News Tonight | M-Su 530-6p | W :30 | \$4,000.00 | NIV. | | |
| ® MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1 | W-04 550-op | | φ 4 ,000.00 | NM | | |
| 5 WISN 11/03/12-11/03/12 College Football Game #1 MG for 28.2,18.1,13.11,25.4,23.4,2.11,1.8,45.2,45.1 | 11a-230 | sa :30 | \$800.00 | NM | | |
| 6 WISN 10/29/12-10/29/12 World News Tonight | M-Su 530-6p | M::30 | \$4,000.00 | NM | | |
| E 46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week | 2-3pm/1-2p | :30 | | NM | 0 | \$0.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1 1 | <u>Rate</u> \$350.00 | | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Туре</u> | | |
| 1 WISN 10/22/12-10/28/12 General Hospital See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | 2-3pm/1-2p | M :30 | \$350.00 | NM | | |
| 47 WISN 11/06/12 11/06/12 General Hospital | 2-3pm/1-2p | :30 | | NM | 1 | \$350.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | .00 | | | ı | #330.00 |
| Week: 11/05/12 11/11/12 -1 1 48 WISN 10/15/12 11/05/12 Late News 10PM | \$350.00 | | | | | |
| Start Date End Date Weekdays Spots/Week | 10-1030p Rate | :30 | | NM | 4 | \$6,400.00 |
| Week: 10/15/12 10/21/12 1 1 | \$1,600.00 | | | | | |
| Week: 10/22/12 | \$1,600.00 | | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$1,600.00 \$1,600.00 | | | | | |
| E 49 WISN 10/15/12 11/05/12 The View | 10-11am | :30 | | NM | 3 | \$4 E00 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | | 14141 | 3 | \$1,500.00 |
| Week: 10/15/12 10/21/12 1 1 | \$500.00 | | | | | |
| Week: 10/22/12 | \$500.00 | AM and and assets a second assets as a second assets a second assets a second as a second | - . | _ [| | |
| Spot Ch Date Range Description 2 WISN 10/22/12-10/28/12 The View | Start/End Time 10-11am | Weekdays Length | Rate FF00.00 | Type | | |
| See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34. | | M: :30 | \$500.00 | NM | | |

11/01/12 / 11/01/12



| | Contract / Revision 939457 / 12 | <u>Alt Order #</u> 06262067 |
|---------------------------------------|------------------------------------|--------------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| <u>Advertiser</u> | <u>Or</u> | iginal Date / Revision |

| | | | | | | logS | s/ | | | |
|-------------------------------------|-------------------------------------|---------------------------------------|---------------------------------------|---------------------------|---------|------------------|-------------|---------|------|-------------|
| *Line Ch Start | Date End D | ate Descriptio | n | Start/End Time | Days | Length Wee | k Rate | TypeS | pots | Amount |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | |
| Week: 10/29/12 Week: 11/05/12 | 11/04/12 11/11/12 | 1 1 | 1 1 | \$500.00 | | | | | | |
| 50 WISN 11/06/ | | | · · · · · · · · · · · · · · · · · · · | \$500.00 | | | | | | |
| Start Date | /12 11/06/ [/] End Date | 12 The View <u>Weekdays</u> | Spots/Week | 10-11am | | :30 | | MM | 1 | \$500.00 |
| Week: 11/05/12 | 11/11/12 | -1 | <u>3pots/veek</u> 1 | <u>Rate</u> \$500.00 | | | | i | | |
| 51 WISN 10/15/ | /12 11/05/ | 12 ANDERSO | N COOPER | M-F 11A-12P | | :30 | | NM | | # |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | .50 | | INIVI | 4 | \$900.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$225.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$225.00 | | | | | | |
| 52 WISN 10/29/ | 12 11/05/1 | I2 3-4p | | 3-4p | | :30 | | NM | 2 | \$1,000.00 |
| Start Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | | | | | | 41,000.00 |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$500.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$500.00 | | | | | | |
| 53 WISN 11/06/ | | | | 3-4p | | :30 | | NM | 1 | \$500.00 |
| Start Date Week: 11/05/12 | End Date 11/11/12 | Weekdays -1 | Spots/Week | Rate | | | | | | |
| | | | 1 | \$500.00 | **** | | ****** | | | |
| 54 WISN 10/29/ | | | On ata 0811- | 4P-5P | | :30 | | NM | 2 | \$1,200.00 |
| Start Date Week: 10/29/12 | End Date 11/04/12 | <u>Weekdays</u> 1 | Spots/Week 1 | <u>Rate</u> \$600.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$600.00 | | | | | | |
| N 55 WISN 10/15/ | | 2 News M-F 5 | | 5-530pm | | .20 | | h i h d | _ | |
| Start Date | End Date | Weekdays | Spots/Week | Rate | | :30 | | NM | 3 | \$3,000.00 |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,000.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$1,000.00 | | | | | | |
| | <u>te Range</u> | <u>Description</u> | Į. | Start/End Time | Weekday | <u>/s Length</u> | <u>Rate</u> | Type | | |
| 4 WISN 11/ | | 12 News M-F | 5p | 5-530pm | M | :30 | \$1,000.00 | NM | | |
| See MG 57 | .6,57.7,57.8 | · · · · · · · · · · · · · · · · · · · | | | | | | | | |
| 56 WISN 10/15/ | | | =: | 5-6A | | :30 | | NM | 4 | \$1,400.00 |
| <u>Start Date</u> Week: 10/15/12 | End Date 10/21/12 | Weekdays | Spots/Week | Rate | | | | | | |
| Week: 10/13/12 | 10/21/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$350.00 | | | | | | |
| Week: 11/05/12 | 11/11/12 | 1 | 1 | \$350.00 \$350.00 | | | | | | |
| N 57 WISN 10/08/ | ····· | | • | | | | | | | |
| Start Date | End Date | Weekdays | p Spots/Week | 6-630pm | | :30 | | NM | 6 | \$22,150.00 |
| Week: 10/08/12 | 10/14/12 | 1 | <u> </u> | <u>Rate</u> \$1,200.00 | | | | | | |
| Week: 10/15/12 | 10/21/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/22/12 | 10/28/12 | 1 | 1 | \$1,200.00 | | | | | | |
| Week: 10/29/12 | 11/04/12 | 1 | 1 | \$1,200.00 | | | | | | |
| | | | | | | | | | | |

Democratic Senatorial Ca

11/01/12 / 11/01/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 / 12 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

Democratic Senatorial Ca

| | L | Spo | ots/ | | |
|---|-----------------------------------|---------------------------------------|---|---|------------|
| *Line Ch Start Date End Date Description | Start/End Time | Days Length We | ek Rate | Type Spots | Amount |
| Start Date End Date Weekdays Spots/Week | Rate | | | | |
| Spot Ch Date Range Description 4 WISN 10/29/12-11/04/12 News M-F 6p | Start/End Time | Weekdays Length | Rate | <u>Type</u> | |
| See MG 57.6,57.7,57.8 | 6-630pm | M :30 | \$1,200.00 | NM | |
| 6 WISN 11/05/12-11/05/12 Dancing | Prime Other | M :30 | \$10,000.00 | NM | |
| MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3 | | | Ψ10,000.00 | , , , , , , , , , , , , , , , , , , , | |
| 7 WISN 11/04/12-11/04/12 Once | Sun 7-8p | St :30 | \$7,000.00 | NM | |
| MG for 5.7,10.10,44.2,55.4,41.3,13.14,19.5,15.11,32.4,3 | • | | | | |
| 8 WISN 11/01/12-11/02/12 Late News 1030PM | 1030p-11p | F :30 | \$1,550.00 | NM | |
| | 1.5,1.9,1.10,57.5,5 \$1.200.00 | 7.4 | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | Rate | Туре | |
| 5 WISN 11/05/12-11/11/12 News M-F 6p | 6-630pm | M :30 | \$1,200.00 | NM | |
| See MG 57.6,57.7,57.8 | | | Q 1,200.00 | · • • • • • • • • • • • • • • • • • • • | |
| 58 WISN 10/15/12 11/05/12 News M-F 6a | 6-7A | :30 | W. 1 | NM 4 | \$4,000.00 |
| Start Date End Date Weekdays Spots/Week | <u>Rate</u> | | | | 4 1,000.00 |
| Week: 10/15/12 10/21/12 1 1 Week: 10/22/12 10/28/12 1 1 | \$1,000.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 Week: 10/29/12 11/04/12 1 1 | \$1,000.00 \$1,000.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$1,000.00 | | | | |
| | | | | | |
| 59 WISN 11/06/12 11/06/12 News M-F 6a Start Date End Date Weekdays Spots/Week | 6-7A Rate | :30 | | NM 1 | \$1,000.00 |
| Week: 11/05/12 11/11/12 -1 1 | \$1,000.00 | | | | |
| E 60 WISN 10/22/12 11/05/12 Entertainment Tonight | 630p-7pm | :30 | *************************************** | NM 2 | \$1,700.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | TANKI Z | Ψ1,700.00 |
| Week: 10/22/12 10/28/12 1 1 | \$850.00 | | | | |
| Spot Ch Date Range Description | Start/End Time | Weekdays Length | <u>Rate</u> | <u>Type</u> | |
| 1 WISN 10/22/12-10/28/12 Entertainment Tonight See MG 34.6,34.7,34.8,34.9,34.10,34.11,34.12,34.13,34 | 630p-7pm | м :30 | \$850.00 | NM. | |
| Week: 10/29/12 11/04/12 1 1 | . 14 \$850.00 | | | | |
| Week: 11/05/12 11/11/12 1 1 | \$850.00 | | | İ | |
| 61 WISN 10/08/12 11/05/12 Good Morning America | 7-9a | :30 | w | NM 5 | ¢5 000 00 |
| Start Date End Date Weekdays Spots/Week | Rate | .50 | | INIVI | \$5,000.00 |
| Week: 10/08/12 10/14/12 1 1 | \$1,000.00 | | | | |
| Week: 10/15/12 10/21/12 1 1 | \$1,000.00 | | | j | |
| Week: 10/22/12 10/28/12 1 1 | \$1,000.00 | | | i | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$1,000.00 | | | i | |
| | \$1,000.00 | | ************ | **** | |
| 62 WISN 11/06/12 11/06/12 Good Morning America Start Date End Date Weekdays Spots/Week | 7-9a <u>Rate</u> | :30 | | NM 1 | \$1,000.00 |
| Week: 11/05/12 11/11/12 -1 1 | \$1,000.00 | | | | |
| 63 WISN 10/15/12 11/05/12 LIVE WITH KELLY! | 9-10am | :30 | · · · · · · · · · · · · · · · · · · · | NM 4 | \$1,800.00 |
| Start Date End Date Weekdays Spots/Week | Rate | .00 | | 11111 | \$1,600.00 |
| Week: 10/15/12 10/21/12 1 1 | \$450.00 | | | | |
| Week: 10/22/12 10/28/12 1 1 | \$450.00 | | | | |
| Week: 10/29/12 11/04/12 1 1 Week: 11/05/12 11/11/12 1 1 | \$450.00 | | | | |
| | \$450.00 | · · · · · · · · · · · · · · · · · · · | | | |
| 64 WISN 10/06/12 10/06/12 PostBadger Start Date End Date Weekdays Spots/Week | PostBadger | :30 | | NM 1 | \$1,000.00 |
| Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1 | <u>Rate</u> \$1,000.00 | | | | |
| - | ., | | | ı | |



| | Contract / Revision 939457 / 12 | Alt Order # 06262067 |
|---------------------------------------|------------------------------------|-------------------------|
| Contract Dates 10/02/12 - 11/06/12 | Product DSCC-IE | Estimate # 1533 |
| Advertiser | | iginal Date / Revision |
| Democratic Senatorial Ca | | 11/01/12 / 11/01/12 |

| *Line Ch Start Date End Date Description | Start/End Time | Spots/ Days Length Week Rate | Туре | Spots | Amount |
|---|--|------------------------------|------|-------|--------------|
| Start Date End Date Weekdays Spots/Week 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12S- 1 | Rate 630-7p, 6-630p Rate \$1,500.00 | :30 | NM | 1 | \$1,500.00 |
| 66 WISN 10/04/12 10/04/12 LastResort Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/12T 1 | Thu 7-8p Rate \$3,000.00 | :30 | NM | 1 | \$3,000.00 |
| 67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 5-6A <u>Rate</u> \$350.00 | :30 | NM | 1 | \$350.00 |
| 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1 | 456-6AM <u>Rate</u> \$250.00 | :30 | NM | 1 | \$250.00 |
| 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1 | 458-6AM <u>Rate</u> \$200.00 | :30 | MM | 1 | \$200.00 |
| 70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2 | M-F 2-3P <u>Rate</u> \$400.00 | :30 | NM | 2 | \$800.00 |
| 71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1 | 11p-1130p <u>Rate</u> \$1,500.00 | :30 | NM | 1 | \$1,500.00 |
| 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE Start Date | INSIDE HUD 1035 <u>Rate</u> \$250.00 | :30 | NM | 1 | \$250.00 |
| | | Totals | | 328 | \$321,300.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|--------------|
| 10/01/12 -10/28/12 | 230 | \$210,650.00 | \$179,052.50 |
| 10/29/12 -11/06/12 | 98 | \$110,650.00 | \$94,052.50 |
| Totals | 328 | \$321,300.00 | \$273,105.00 |

| Signature: | Date: | |
|------------|-------|--|
| | | |